AUGUST 21, 1950

BROADCASTING
TELECASTING

1950 IOWA RADIO SURVEY MORE STARTLING THAN EVER!

More Iowa Homes, Plus More Radio Sets Per Home, Equal More Listening!

FIGURES from the 1950 Iowa Radio Audience Survey (soon to be released) confirm the reasoning behind that headline — prove that your Iowa radio dollar buys more today than ever. Here's the evidence, step by step . . .

(1) "More Iowa Radio *Homes.*" The following chart shows the increase in the number of radio-equipped Iowa homes since 1940 and since 1945. With more than an 8% increase in the last ten years, *the number of Iowa homes with radio is now near 100%!*

RADIO-EQUIPPED IOWA HOMES	1940 Survey	1945 Survey	1950 Survey
Percentage of all homes owning radios	90.8%	93.6%	98.9%*

*Amazing as this increase in radio homes is, since 1940, it of course does not reveal the tremendous increase in total *number* of Iowa homes—*up 70,000 since 1940!*

(2) "More Radio *Sets* Per Iowa Home." The following chart shows the tremendous increase in the number of Iowa homes which have graduated from one-set to multiple-set ownership since 1940 and 1945. Almost *half* of all Iowa radio homes now have *more* than one radio set!

NUMBER OF SETS PER RADIO-EQUIPPED IOWA HOME	1940 Survey	1945 Survey	1950 Survey
Percentage of radio homes owning:			
Only one set in the home	81.8%	61.5%	51.2%
Two sets in the home	13.8%	29.4%	35.6%
Three or more sets in the home	4.4%	9.1%	13.2%
	100.0%	100.0%	100.0%

(3) "More Iowa Radio Listening." The following chart shows that more Iowa *sets* mean more Iowa *listening.* The 1949 Survey used a 24-hour recall method to determine the amount of simultaneous listening in multiple-set homes. This year the Survey placed a two-day diary on a large sample of multiple-set homes. Both surveys found that *between ¼ and ⅓ of all two-set families use two sets simultaneously each day—between ½ and ⅔ of all three-set families listen to two or three sets simultaneously each day!*

FAMILIES WHO USE TWO OR MORE SETS SIMULTANEOUSLY EACH DAY	1949 Recall Study	1950 Diary Reports
Reported Simultaneous Use:		
Homes equipped with two sets	26.4%	38.9%
Homes equipped with three sets	50.2%	61.8%

More Iowa radio *homes*, plus more radio *sets* per Iowa radio home, equals more Iowa radio *listening.* And WHO, of course, continues to get the greatest share of Iowa's total radio listening.

Let us or Free & Peters send you all the facts, including a complimentary copy of the new Survey now on the press.

WHO
for IOWA PLUS!
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Look at TELEVISION IN THE WHAS TRADITION

"The Abbott Show"

THE ABBOTT SHOW is a television disc jockey program . . . casual and unorthodox in format . . . built around the personality of colorful Bud Abbott. Sponsors are quick to appreciate Abbott's rare ability of making their participating commercials a *part* of his show. As top platter spinner in this area (*Radio Best*, 1949) Abbott was a well-known "character" even before his television show . . . one reason his show was a hit with Louisville viewers from the start. 30 minute format.

"Good Living"

Two nights a week in the completely modern WHAS-TV kitchen with Marian and Sam Gifford, husband and wife team. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dagwood into the stew, fumbling awkwardly with the piping hot sauce pans. The other two nights of the show are spent in the attractive living room set where Marian and Sam dispense hints on household, family and parental problems. 30 minute format.

"Square Dance"

Guitar-playing Randy Atcher sings and plays host for this, one of Louisville's most unique TV shows. Formed around the old-fashioned square dance now sweeping the country, the WHAS-TV version is good entertainment for the whole viewing family. Two supporting musicians complete the station talent—caller and dancers are selected from the many Kentucky and Indiana square dance groups. Striking camera coverage is given by a tower camera, with second camera for closeups. 30 minute format.

3 WHAS-TV live talent productions especially for PARTICIPATING SPONSORS

A basic CBS Affiliate . . .

and the cable is coming September 30

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

TECHNOLOGY DEPT.

These Insignia
mean
TOPS
in
TV SALES
and
AGENCY RECOGNITION

HEADLEY-REED TV
Television Station Representatives

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NOMINATION and probable return to Senate of D. Worth Clark, Idaho Democrat who eked out victory over left-winger Glen H. Taylor, means new radio know-how in Senate. Mr. Clark owns 10% of KJBS San Francisco and has represented William B. Dolph, radio management entrepreneur and part-owner of several stations as well as executive vice president of WMT Cedar Rapids, on certain matters. Defeated Taylor wrested seat from Nominee Clark six years ago largely through popularity acquired as radio singing cowboy.

RTMA MAY HAVE found its man for permanent presidency. Since R. M. Sprague, president of Sprague Electric Co., Boston, assumed interim presidency three months ago, he has mended radio and TV manufacturing fences in Washington to surprising degree. He's persona grata at FCC, in Congress and other government places and has won high acclaim because of his quiet businesslike way of getting things done.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) through BBDO New York, planning big spot radio announcement campaign starting mid-September to promote its new theme "Be Happy, Go Lucky."

IN TAKE-IT-OR-LEAVE IT category is report making Washington rounds that all reserve officers in all branches, both inactive and active, will be called within 90 days. Thirty-day period would be allowed for deferments or, alternatively, for physicals, it's whispered.

DESPITE denials from high places, Capitol Hill expects high level Cabinet changes in not distant future. One report: National Security Resources Board Director W. Stuart Symington to Secretary of Defense, vice Louis Johnson; W. Averell Harriman, Special Assistant to the President, to Secretary of State, vice Dean Acheson.

ASSUMING FCC meets early-September target for color TV decision, television freeze-lifting still looks like June 1951 proposition at best. Necessary further hearings, number of participants (in hundreds), plus expected 60-day invitation period for new applications could push it back even further.

TO EXPEDITE home defense planning, Col. Howard L. Nussbaum of National Security Resources Board, has initiated plan of bringing to Washington on consulting basis top writers and producers in radio and motion pictures to review scripts for various educational projects. Work being done in advance of promulgation of "September Plan" covering home defense operations.

DEFENSE officials, envisioning wide use of TV for civilian instruction in disaster tech-

(Continued on page 98)

Upcoming

Aug. 21-22: NAB District 15, San Carlos Hotel Monterey, Calif.

Aug. 22: Government-Industry Pre-NARBA Conference, State Dept. Conference Room, Washington.

Aug. 22: KJBS Test Survey Committee meeting, New York.

Aug. 24-25: Georgia Assn. of Broadcasters, De-Soto Beach Hotel, Savannah.

Aug. 24-25: NAB District 16, Hollywood-Roosevelt Hotel, Los Angeles.

(Other Upcomings on page 78)

Bulletins

GROUP of 28 U. S. Senators asked President Truman Friday to wage total psychological and spiritual offensive against Kremlin, including expansion of Voice of America facilities. President was quoted as saying Senators would be surprised to know how far U. S. has gone in this type of planning. Among steps proposed Friday in defense agencies was use of ships to transmit Voice programs in Communist countries.

CRUTCHFIELD STATES CENSORSHIP POSITION

THE following statement was issued by Charles Crutchfield, vice president and general manager, WBT Charlotte, N. C., upon conclusion of conference in Washington last Friday:

Since there has been some speculation regarding my possible appointment as Director of Censorship or Information, or both, the following comment seems in order.

The President has stated that he sincerely hopes voluntary rather than Federal censorship will adequately cover this phase of our security problem. I believe that all news disseminating media are in complete agreement with Mr. Truman on this point.

If and when the President decides that the establishment of a Federal Censorship Bureau and/or War Information Office is necessary, and if and when he should ask me to direct either, my complete services will be available in the interest of the overall effort.

It is my view that the offices of censorship and of war information are distinct and separate functions and I am not in sympathy with proposals that they be combined as a single entity.

ONE KEY TO BALDPATE

DR. LEON LEVY, important CBS stockholder and erstwhile co-owner of WCAU Philadelphia, admits he would like the scalp of CBS President Frank Stanton.

"He has the finest shock of blond hair in radio (and plenty of grey matter under it)", Dr. Levy told BROADCASTING Friday. "Why shouldn't I covet his scalp in the light of my own rapidly thinning locks?"

Business Brief

GROVE DUO ● Grove Labs., St. L (Bromo-Quinine) Sept. 25 starts *Bre Gang*, Mon., Wed., Fri., 7:30-7:45 a.m. (P and Sept. 26 starts Cecil Brown news T Thurs., 8-8:15 a.m. (PST) on full Don network, both for 26 weeks. Agency, Ga Adv., St. Louis.

OIL RENEWAL ● Tidewater Associate Co., New York, renews George F. Putna *Broadway to Hollywood* on DuMont TV n work Wed., 10-10:30 p.m. Agency, Lenn Mitchell, New York.

HUDSON DRAMAS ● Hudson Motor Co., Detroit, on Oct. 3 starting *Billy R Playbill*, dramatizations of stories from Rose's newspaper column, "Pitching H shoes," on full ABC-TV network, Tues., 9 p.m. Agency; Brooke, Smith, French & P rance, Detroit.

KELLOGG, MARS CANDY SIGN NEW CONTRACTS

MARS INC., Chicago (candy), will spon *Falstaff's Fables*, program of children's class for 52 weeks, beginning Sept. 18, on ABC n work, Mon.-Fri., 5:55-6 p.m. in all time zon

Mars also renewed sponsorship with Kell Co., Battle Creek (cereals), of five-quarte hours weekly of *Howdy Doody Show*, Mon.-Fr 5:30-6 p.m., on NBC-TV network. Mars r newed for 13 weeks, 5:45-6 p.m. segment M 5:30-5:45 p.m. segment Wed., Fri., beginn Sept. 4, on 27 interconnected and 14 non-inte connected stations Mon. and 27 interconnect stations Wed., Fri.

Kellogg renewed for 52 weeks 5:30-5:45 p segment Tues., Thurs., beginning Sept. 5 27 interconnected and 4 non-interconnect stations.

Leo Burnett Co., New York, is agency f all above placements.

Kellogg will resume its spot radio campai for Pep in 75 markets beginning in Octobe with Kenyon & Eckhardt, New York, as agen

KMPC ASKS EXTENSION

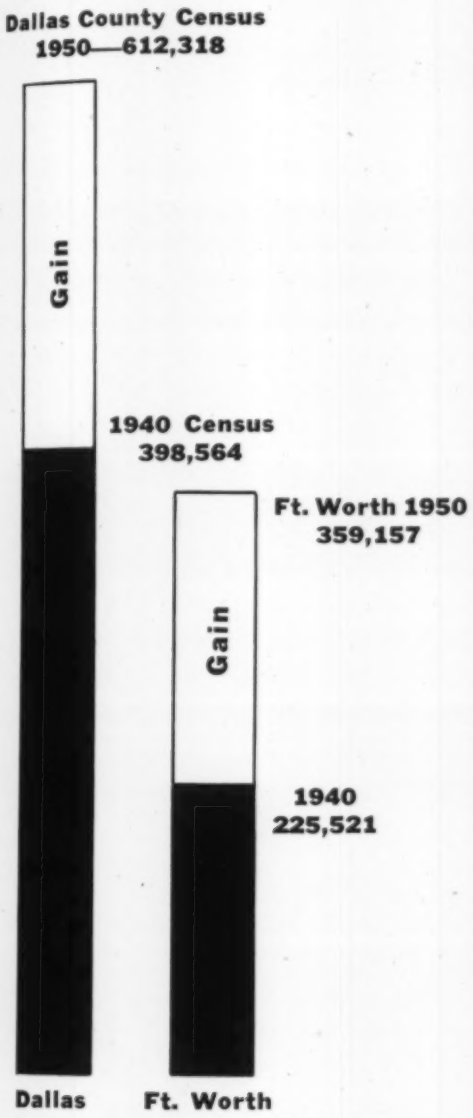
KMPC Los Angeles petitioned FCC Friday f extension of completion date under its nigh time 50 kw construction permit from Oct. until after termination of FCC's probe o news policies of G. A. (Dick) Richards, chi owner of KMPC and also WJR Detroit an WGAR Cleveland (story page 32). Petitio said construction actually completed but sta tion has been unable to complete proof o performance and may need to change trans mitter site, which would cost $175,000 to $200,000 in addition to $20,000 already spent o studies. Even if proof completed, station doubted FCC would grant license whi KMPC's renewal proceeding is pending KMPC is on 710 kc, now operates with 50 kw day, 10 kw night.

this is why

KRLD

is your best buy

MANY ADDITIONAL LISTENERS ...AT NO ADDED COST



Based on 1950 Census Reports for Dallas and Tarrant Counties.

Owners and Operators

KRLD-TV

Channel 4

Today KRLD, Dallas, gives advertizers a tremendously expanded market with greater intensity of coverage at a lower cost per listener than at any time in Dallas' radio history...

53.6% more Dallas market.

59% more Ft. Worth market.

...plus a gain of over 900,000 in state population...

KRLD, with 50,000 watts, saturates the great Southwest market empire with 1,530,990 radio homes nighttime and 1,370,320 radio homes daytime. (BMB 1949)

The CBS Station

For DALLAS and FT. WORTH

this is why

KRLD

is your best buy

AM . . . FM . . . TV

THE TIMES HERALD STATION

THE BRANHAM COMPANY, REPRESENTATIVES

Advertisement

From where I sit *by* Joe Marsh

Squint's Drumming For Fair Play!

Squint Miller's mighty proud of the big lot he owns that fronts on River Road—it's one of the prettiest spots around here.

He's been in a stew about it lately, though. Seems that trash-dumpers take one look at his property, stop their car or truck, and out goes a load of rubbish, spilling all over his place and the roadside, too. Wouldn't that make *you* mad?

Last night Squint dropped by the house. Over a friendly glass of beer, he tells me what he's done. "I put a couple of empty oil drums out there," he says, "with a big sign reading: 'If you must dump trash—use these—I like to keep my property clean!'"

From where I sit, Squint's sign should make any would-be roadside trash-dumpers feel pretty darned ashamed of themselves. Now and then, though, some folks just have to be reminded that they ought to have as much regard for their neighbors' rights as they do for their own.

Joe Marsh

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BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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TECHNOLOGY DEPT.

Two battles to win!

We must do everything humanly possible to win the war. But this means we now have not one job to do—but two. A military job and a civilian job.

And the second is the responsibility of every man, woman and child in America today. We have to fight the enemy's Sixth Column—inflation *here at home!*

How do we do it?

1. We get firmly fixed in our minds that this is not a "living as usual" situation. We tighten our belts, give up certain things, make some sacrifices.
2. We buy only what we absolutely must—for immediate needs.
3. We support every effort to cut *to the bone* Government expenditures for non-military purposes. We can't build planes, guns, tanks, ships and at the same time "compete with ourselves" for bridges, dams, roads and social benefits we just don't have to have right now.
4. We recognize the need for paying for every possible cent of our mounting expenses out of current income. The more we have to borrow now the more we mortgage our future and weaken the buying power of our dollars.

Let's be clear on one thing. There are two essentials to winning a war. One is victory in the field. The other is not to let ourselves be bled to death economically.

Protecting the buying power of the dollar is one of the most important jobs facing America today.

* * *

The life insurance companies bring you this message because of its importance to all Americans.

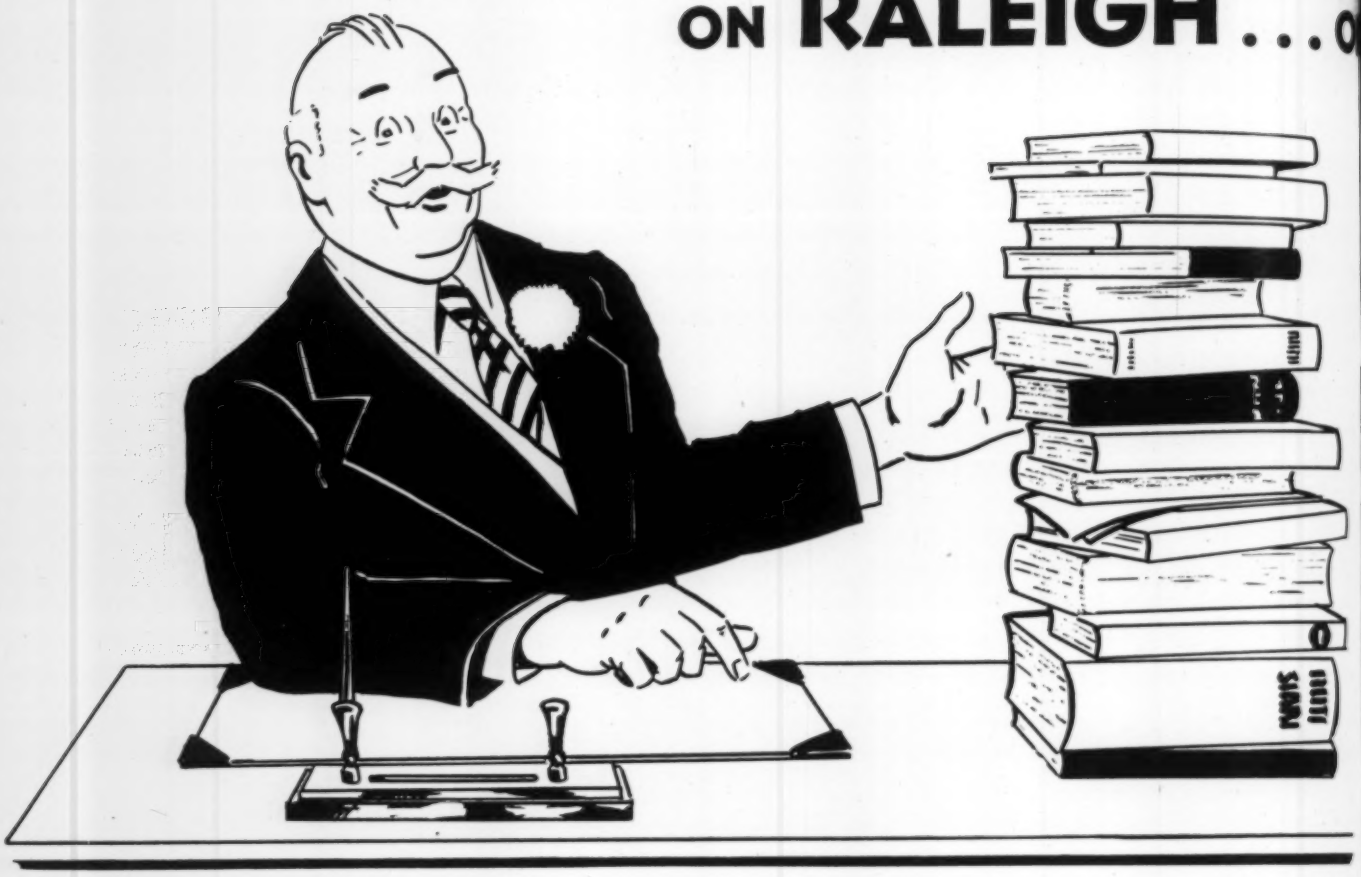
Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.

Keeping America Strong is Everybody's Job

Have You Checked Recently

ON RALEIGH . . . o FC



If you don't have up-to-date facts or figures on any of the cities at the right, we'd certainly welcome a chance to be helpful. We have or can dig out the dope on every recent radio trend in those areas, on what your competitors are doing, on what your distributors are thinking, or on almost anything else you need. We'll gladly tackle any assignment you give us. Interested?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

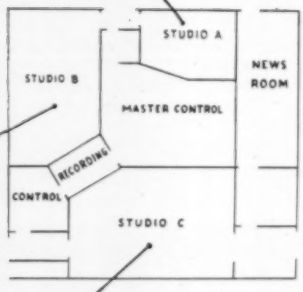
XUM

FORT WAYNE . . . OR HOUSTON?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

WDSU
NEW ORLEANS

The Newest, Most Complete AM Facilities— Comparable to the Nation's Finest!



● From preliminary plans to proven performance, WDSU's new AM studios are the finest available . . . with the latest technical equipment including full recording facilities. For local New Orleans . . . or for nationwide broadcasts . . . WDSU can successfully plan and produce outstanding radio shows!

CALL JOHN BLAIR!

AM TV FM
WDSU
NEW ORLEANS

new business

SIMONIZ Co., Chicago, approximately $1 million account, appoints SSC&B, N.Y., to direct advertising for its car polish, floor wax and furniture polish. Firm is heavy spot advertiser. Spots and participation programs in radio will be used this fall.

SKINNER MFG. Co., Omaha (macaroni, spaghetti products, Ralston Bran), names Bozell & Jacobs, same city, to direct advertising, effective Sept. 15. CLETE HANEY is account executive. Heavy regional schedules in 15-state Midwest and South distribution area expected to include radio-TV.

GLENWOOD RANGE Co., Taunton, Mass., buys TV spots to run 13 weeks on WBZ-TV Boston and 9 weeks on WNHC-TV New Haven, WJAR-TV Providence and WKTV(TV) Utica, N.Y. Agency: Alley & Richards Inc., Boston.

GRAND NATIONAL LIVESTOCK EXPOSITION HORSE SHOW & RODEO, S.F., Oct. 27 through Nov. 5, appoints Knollin Adv. Agency, S.F. for ninth consecutive year. Radio will be used.

FAWICK FLEXI-GRIP Co., Akron (golf club grips), appoints The Frank Bock Advertising Co., Akron, as advertising agency. Plans TV campaign to create consumer interest.

PERFUME GUILD, N. Y., starting TV test in N. Y. with possible national coverage to follow. Agency: Arthur Rosenberg Agency, N. Y.

CANADIAN GOVERNMENT, DEPARTMENT OF DEFENSE, Ottawa (recruiting), starts newscasts on nearly all Canadian stations for Canadian Army, and sportscasts on about 35 stations for Royal Canadian Air Force. Agencies: for Army, Ronalds Adv., Montreal; for RCAF, MacLaren Adv. Co., Toronto.

Network Accounts . . .

CHAMBERLIN SALES Corp., Chicago (Chamberlin hand lotion), to sponsor Cecil Brown, newscaster, on MBS Sat., 7:55-8 p.m., beginning Sept. 16. Agency: BBDO, N.Y.

MILLER BREWING Co., Milwaukee, renews Lawrence Welk and his orchestra in *High Life Revue*, ABC Wed., 9-9:30 p.m. CT, starting Oct. 4. Agency: Mathisson & Assoc., Milwaukee. Number of stations will be released later.

BLOCK DRUG Co., Jersey City (Amm-i-dent), will sponsor *The Amm-i-dent Mystery Playhouse*, starting mid-September, Tues., 10-10:30 p.m. CBS-TV. Agency: Cecil & Presbrey, N.Y.

PAN AMERICAN COFFEE BUREAU, N.Y., renews Edwin C. Hill's *The Human Side Of The News*, ABC, Mon.-Fri., 7 p.m., EDT, for additional 39 weeks beginning Sept. 4. Agency: Federal Adv., N.Y.

ALSCO Inc., Akron, Ohio (aluminum screen windows and doors), to sponsor new TV show, *Through Wendy's Window*, starring Wendy Barrie, NBC-TV Wed., 8:15-8:30 p.m., EDT, beginning Aug. 23. Agency: Dubin Advertising Inc., Pittsburgh.

LIBBY, McNEILL & LIBBY, Chicago, Sept. 11 starts five weekly quarter-hour sponsorship of *The Breakfast Gang* on full Don Lee network of 45 stations Mon.-Fri., 7:15-7:45 a.m., PDT. Contract for 13 weeks. Agency: J. Walter Thompson Co., Chicago.

LUTHERAN LAYMEN'S LEAGUE Sept. 24 renews *Lutheran Hour* on full Don Lee network and KPOA Honolulu, KHBC Hilo, T. H., Sun. 10:30-11 a.m. (PDT), 52 weeks. Agency: Gotham Adv., N. Y.

SCUDDER FOOD PRODUCTS, L.A. (peanut butter, toasted nuts), Sept. 1 starts sponsorship of Bob Garred newscasts on 12 ABC Cali-

(Continued on page 13)

Such Prestige Must Be Deserved!

★*KTUL Serves OKLAHOMA's BIGGEST MARKET . . . And Gives You ALL the Coverage You NEED!*

Population 841,197
Effective Buying Income $809,243,000
Retail Sales $592,268,036
Farm Income . . . $141,691,000

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS

The December 1943 through April 1944 HOOPER REPORT showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-Min. Cost (260-Time)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.2	2,264	$24.50	$10.82
Afternoon 12:00- 6:00 p.m.	17.4	1,932	$24.50	$12.68
Evening 6:00-10:00 p.m.	26.7	5,832	$49.00	$ 8.40

TODAY

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS

(Figures from Current December 1949 through April 1950 HOOPER REPORT)

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-Min. Cost (260-Time)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.1	3,566	$28.00	$ 7.85
Afternoon 12:00- 6:00 p.m.	17.7	2,669	$28.00	$10.49
Evening 6:00-10:00 p.m.	33.7	7,540	$56.00	$ 7.42

The above are TULSA COUNTY figures ONLY. Add the entire BMB coverage for the FULL story.

• • •

TODAY KTUL COSTS 27% LESS IN THE MORNING . . . 17% LESS IN THE AFTERNOON AND 12% LESS IN THE EVENING THAN IT DID SIX YEARS AGO.

NO OTHER TULSA STATION CAN SHOW AN INCREASE IN SHARE OF AUDIENCE.

and the Value of KTUL Advertising is Growing, Too!

KTUL's BMB Radio Families

	1946	1949	GAIN
DAYTIME	106,540	123,880	17,340
NIGHT	97,860	116,010	18,150

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

Eastern Oklahoma's *only* CBS Station

ON THE
WASHINGTON SCREEN

3 top-flight 5-minute shows at sign-off time

when WMAL-TV HAS the AUDIENCE!

During the Last 15-Minutes of WMAL-TV Programming, Monday thru Saturday (immediately preceding these New 5-Minute Programs)

over **half-a-million people** are watching WMAL-TV

over **16.7% more sets** are tuned to WMAL-TV than the other 3 stations combined!

over **26% more viewers** are watching WMAL-TV than the other 3 stations combined!

Day	Time	WMAL-TV Rating *	Total Rating* Other 3 Stations	Viewers Per Set* WMAL-TV
Mon.	11:00-11:15 PM	27.1	15.5	3.0
Tues.	11:30-11:45 PM	34.3	14.4	3.1
Wed.	10:45-11:00 PM	23.3	8.6	2.9
Thur.	11:00-11:15 PM	7.4	25.5	3.2
Fri.	10:45-11:00 PM	14.7	11.9	2.7
Sat.	11:00-11:15 PM	11.8	25.7	2.7

* American Research Bureau TV Survey, July 8-15, 1950.

Tomorrow's NEWS Pictures on Your TV Screen tonite!

Five minutes of the LATEST headline news with Acme Telephoto pictures. Up-to-the-minute news and pictures prepared locally on strip film. Complete coverage pictures of TODAY'S IMPORTANT NEWS STORIES! 5 Minutes—Mon. thru Sat.

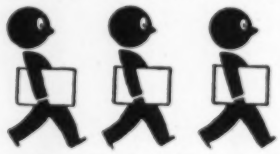
The latest scores and action pictures of today's day and night games, with fresh, amusing cartoons showing final scores while announcer details hits, runs, and errors. 5 Minutes—Mon. thru Sat.

A complete U. S. Weather Map enabling viewers to see weather conditions throughout the nation. Special close-up map of the weather picture in the Washington area . . . projected forecasts and cartoon drawings illustrating weather conditions. 5 Minutes—Mon. thru Sat.

Represented Nationally by ABC Spot Sales

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.



agency

HOWARD M. PAUL, assistant radio director BBDO, Chicago, to Strauchen & McKim, Cincinnati, as radio-TV director, effective Aug. 21. Was with WLS Chicago, WTMJ Milwaukee, WLW Cincinnati, and W. D. Lyon Adv., Cedar Rapids, Iowa.

Mr. Paul

WADE BARNES, Thesaurus and syndicated sales manager RCA Recorded Program Service, to Foote, Cone & Belding, Houston, as account executive.

FRANKLIN SCHAFFNER, CBS-TV, to Kenyon & Eckhardt, N.Y., as director *Ford Theatre* program on CBS-TV. ROBERT PEYSON, CBS-TV, to K&E as production manager for show. GARTH MONTGOMERY, head of TV for agency, named executive producer for program, and LOIS JACOBY, writer, appointed script editor.

JAMES BACHARACH, Ruthrauff & Ryan, N.Y., to Victor A. Bennett, N.Y., in copy department.

TOM JOHNSTON, promotion manager U.S. Camera Magazine, to Ceci

on all accounts

SPUTTERING through a comic Dutchman routine, Phil Bowman kids radio affectionately, but is serious when he says: "Television won't necessarily kill it, but radio sure can commit suicide!"

A radio and television director who hasn't forgotten radio, Phil works at Young & Rubicam, Chicago, with the firm conviction that AM broadcasters need a continuing supply of new program ideas. "And by that I don't mean new giveaway gimmicks!"

Lending his talents and ideas to some of Y&R's top clients, the accounts he works on include Rath Packing Co., local shows and spots; Purity Bakeries (Grennan Cakes, Taystee Bread), the agency's biggest spot account; O'Cedar Mop, national TV spot; Schlitz Beer, national radio and TV, and The Borden Co., local radio and TV.

Phil's life is chockfull of ideas. He first applied his adventuresome and creative spirit to radio when he joined WROK Rockford, Ill. (then KFLV) in the depression year of 1930. He turned to broadcasting in his home town, (where he was reared after being born in Chicago), when he was graduated from Beloit College in Beloit, Wis.

A wayfarer from away back, Phil roamed for three years before entering college. In Rockford, he toiled as a trucker in an electric fan factory and studied accounting and typing at business college "because his step-father owned it." For seven months he rode as a cowhand in western Colorado on a 6,000-acre ranch. The western glamour faded, and he returned to Rockford as assistant county auditor.

PHIL

A county forester with whom he swapped stories and chomped tobacco advised him to go to college, and, in return, promised summer jobs as assistant forester in nearby Winnebago County. Phil enrolled at Beloit, majored in political science, speech and journalism, became editor of the school paper and was elected to Delta Sigma Rho, forensic fraternity.

He says now that television is as confusing as his early days in radio, and that radio then was "just about as mixed up" as his life in the Tau Kappa Epsilon fraternity house. His brothers were kept in a constant turmoil because they owed

(Continued on page 58)

beat

& Presbrey, N.Y., to direct promotion and publicity on two new agency shows, *The Amm-i-Dent Mystery Playhouse* and Sylvania Electric's *Beat the Clock*, both on CBS-TV.

RICHARD ESPEY to account staff Waldie & Briggs, Chicago, from Glenn, Jordan & Stoetzel, Chicago.

WINSTON O'KEEFE, producer *Ford Theatre* on CBS-TV for Kenyon & Eckhardt, N. Y., last year, to Ruthrauff & Ryan, N. Y., as executive producer on New Dodge-sponsored *American National Theatre & Academy Show*, starting Oct. 1 on ABC-TV.

WALTER SELOVER, Table Products Co., S.F., to Foote, Cone & Belding, S.F.

JEAN PAGE named assistant to **EDMUND J. SHEA**, radio-TV director, James Thomas Chirurg Co., N.Y.

MARC DANIELS, Kenyon & Eckhardt TV director, to director, *Nash Air Flight* series on NBC-TV, Wed., 9:30-10 p.m. Agency: Geyer, Newell & Ganger, N. Y.

GAEL DOUGLASS to Long Adv. Service, San Jose, Calif.

JOHN VAN HORSON, vice president and treasurer Kaster-Chesley-Farrell & Clifford, N.Y., to Biow Co., N.Y., as vice president and account supervisor working with Procter & Gamble brand group.

Mr. Van Horson

WILLIAM McNAMEE, Continental Can Co., to American Assn. Adv. Agencies, N.Y., as member of executive staff and assistant to **KENNETH GODFREY**, senior executive in charge of media operations and research.

JOSEPH HOFFMAN to McCann-Erickson, Chicago, as senior copywriter. Was with Henri, Hurst & McDonald and BBDO, also Chicago.

NORMAN MALONE & Assoc., Akron, Ohio, elected to American Assn. of Advertising Agencies.

FRANK BRUGUIERE, Biow Co., S.F., resigns. No future plans announced.

RICHARD SPLITORF, Sawyer-Ferguson-Walker Co., S.F., to U. S. Marines as 1st Lieut.

Network Accounts

(Continued from page 10)

fornia stations, Mon.-Sat., 7:30-7:40 a.m., PDT. Contract for 52 weeks. Agency: Davis & Co., L.A.

FRANK H. LEE Co., Danbury, Conn. (hats), renews sponsorship Robert Montgomery newscasts on ABC starting Aug. 24 for 42 weeks. Agency: Grey Adv., N.Y.

Adpeople . . .

BARNUM COOLIDGE, advertising manager Goebel Brewing Co., Detroit, appointed assistant to **FRITZ C. HYDE Jr.**, vice president in charge of company's West Coast operation. **ARNOLD C. GRAHAM**, associate director advertising, public relations Liebmann Breweries Inc., N. Y., succeeds Mr. Coolidge, effective Sept. 1.

WILLIAM L. DYE, account executive, Young & Rubicam, Chicago, to Liebmann Breweries Inc., N.Y., as advertising manager.

FRED S. McCARTHY, sales promotion director, Jones & Frankel Co., TV producers, to Westinghouse Television and Radio Division as advertising and sales promotion manager.

JOHN A. DRAKE, manager market research Norge Division, Borg-Warner Corp., to director of marketing; **GLENN T. THOMPSON**, Hotpoint Inc., to manager market analysis for B-W.

ON THE WASHINGTON SCREEN

WMAL-TV TOPS THEM ALL!

In Cumulative Ratings...

7 NIGHTS A WEEK 6 TO 11 PM

More Sets Are Tuned to WMAL-TV than any other Washington Station

TOTAL RATINGS - 6 to 11 P.M.*

	WMAL-TV	Station X	Station Y	Station Z
MONDAY	*372.0	204.6	153.5	53.0
TUESDAY	*378.6	314.6	98.8	105.0
WEDNESDAY	*289.2	265.1	70.5	198.4
THURSDAY	274.4	169.4	*387.6	97.0
FRIDAY	211.3	206.9	*259.8	89.5
SATURDAY	*371.1	145.2	116.8	131.6
SUNDAY	62.9	*444.5	63.7	247.8
TOTAL	*1959.5	1750.3	1150.7	922.3

* American Research Bureau TV Survey—July 8-15, 1950

More Good News

Ruth Crane ON TV

with her own Participation Show!

"The Modern Woman"

beginning

Monday October 2

Monday thru Friday

3 to 3:30 p.m.

Represented Nationally by ABC Spot Sales

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

3 WINNERS in WASHINGTON

(One at a time or any combination)

Bill Herson

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

Nancy Osgood

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

Charley Batters

Conducts "Batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

They're all on

FIRST in WASHINGTON

WRC

NBC

feature of the week

DURING the 287 days of World War II combat he spent in Europe as a tank sergeant, Gene Amole gained an intimate knowledge of the continent. Putting that knowledge to use, Mr. Amole came up with an idea for an unusual experiment by a small broadcasting station—250 w KMYR Denver.

As conceived by Mr. Amole, m. c. of KMYR's *Man on the Street* show, the experiment was a threeply success story. It let the "man on the street" in Denver know what the "man on the street" in 18 foreign countries was thinking about; brought new business to a savings and loan association, and also stepped up the firm's prestige.

Mr. Amole discussed his idea of a trip abroad with Al Meyer, manager of KMYR, and they then conferred with MacGruder-Bakewell-Kostka Inc., one of Denver's leading ad agencies. The agency took the plan to its client, Empire Savings & Loan Assn.

It was decided to sponsor Mr. Amole daily, Monday through Friday, for some 60 recorded programs that were to be airmailed to Denver from abroad. In addition, more programs were to be locally produced on Mr. Amole's return, from material gathered on the trip.

Leaving in mid-May, Mr. Amole took with him a tape recorder and the barest essentials.

Two weeks after he left, KMYR began airing his efforts at 6:45 p.m. each weekday evening. Station

A London housewife gives Mr. Amole her views on inflation.

* * *

spots, newspaper ads, radio log listings and taxi bumper cards were used to plug the show. In addition, Mr. Amole started producing a series of weekly articles on his experiences for the Sunday feature section of the *Denver Post*.

Combination of the show's unusual idea, plus the heavy drumbeating, fulfilled all expectations.

KMYR and the advertising agency officials reported mail response indicated a higher listener percentage on KMYR despite the small local station's competition with four network outlets. Notwithstanding the show's expense, it was branded an unqualified success by Bal F. Swan, president of Empire Savings, and Joseph W. Palmer, radio director for MacGruder-Bakewell-Kostka.

strictly business

DON

SELLING deep freezers to Eskimos may qualify, theoretically at least, as the toughest conceivable chore in a salesman's book, but Donald Ralph Cooke once "sold" radio to a bakery which had long closed the door on agency staffmen who tried to open a wedge on behalf of the medium.

Don converted the bakery into a satisfied radio client about six years ago—"certainly the most gratifying deal I have ever made" —while on the staff of W. E. Long Co., Chicago, which later embarked on a campaign to specialize in bakery accounts.

Don himself moved into the station representative field with William G. Rambeau Co., and in March 1946, together with his brother, Jack, established the representative firm which today bears his name—Donald Cooke Inc.

This was selling "on the ground floor"—it augured representation of Canadian radio stations in the U. S. for the first time. Today, with headquarters in New York

(Continued on page 18)

IF YOU WANT N. B. C.

(Affiliate)

WITH A *TERRIFIC*

Best Money Buy

THEN BUY

WBRE

Wilkes-Barre, Pa.

WBRE is the first Station in Pennsylvania's Third Largest Market Area (Wyoming Valley) and nighttime is first station in northeastern Pennsylvania!

Write or Call Collect for Details

XUM

in
charleston
west virginia

one
will
get
you
more
than
all
the
other
four

wchs

In Northern California

KNBC delivers 28 markets

the largest newspaper delivers 8

California now ranks second in population in America, up from fifth place in only ten years. The 1950 U. S. Census confirms that California is America's fastest growing state. It's the number two state in any advertiser's national planning.

Among all advertising media in northern California, only one outlet delivers every city, every county, every rural community. That outlet is radio station KNBC, San Francisco.

In the 28 individual markets of 10,000 population or more in Northern California, KNBC delivers 25% or more of all the families in *every single city*. The largest newspaper in the area delivers 25% or more of the families in only eight markets. In every city at least *twice* as many people listen to KNBC as read the largest newspaper.

To reach all the northern markets in America's number two state, your *only* choice is KNBC.

NBC **SPOT SALES**

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD

City	KNBC Penetration** % Daytime	% Evening	Area's Largest† Newspaper's Penetration % Daily
California			
San Francisco	76	86	37
Alameda	79	90	8
Berkley	68	86	14
Oakland	82	91	11
San Leandro	70	83	9
Chico	76	83	14
Richmond	79	88	5
Eureka	13	46	12
San Rafael	82	91	31
Merced	39	26	18
Monterey	81	92	18
Salinas	88	92	32
Napa	80	89	29
Sacramento	44	47	8
Lodi	84	87	14
Stockton	75	86	15
San Bruno	74	95	25
San Mateo	81	89	42
Palo Alto	84	92	23
San Jose	71	92	8
Santa Cruz	79	86	16
Watsonville	83	88	25
Redding	50	63	28
Vallejo	88	95	12
Santa Rosa	82	94	23
Petaluma	83	80	21
Modesto	80	85	21
Marysville	72	83	14

**Source for KNBC penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to KNBC.
†Source for newspaper penetration: Audit Bureau of Circulations, September 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
Metropolitan New York and New Jersey	WNBC, New York
Illinois, So. Wisconsin and No. Indiana	WMAQ, Chicago
Northern Ohio and N. W. Pennsylvania	WTAM, Cleveland
Washington, D. C., Maryland and No. Virginia	WRC, Washington
No. California	KNBC, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	KOA, Denver
Eastern New York and Western New England	WGY, Schenectady

XUM

Milestones

► When radio first began to make its impact felt 25 years ago, Walter (Red) W. McCoy, now chief engineer of WJAS-CBS Pittsburgh and WHJB Greensburg, Pa., both owned by Pittsburgh Radio Supply House, joined the engineering department of WJAS. Since then "Red" McCoy has been instrumental in seeing that the technical end of WJAS and WHJB fits requirements of the modern radio era.

Mr. McCoy

He was made chief engineer in 1929. Celebrating his 25th year (Sept. 12) with the stations, Mr. McCoy is busily engaged in the study of television which he can put to use when WJAS adds TV operation to its activities.

* * *

► Bill Henry, veteran MBS newsman, celebrates his 28th year on the air today (Aug. 21). A news broadcaster since August 1923, he has won the National Headliners' Club award both in newspaper and in radio. The radio award came last year for his broadcasts of summer Olympics in England.

► Jim Alderman, head of the WRR Dallas news department and member of the staff for the past seven years, has entered his 21st year as a newscaster. He entered radio in 1929 at KFJZ Fort Worth and later served at WCKY and WLW, both Cincinnati.

* * *

► MBS' *Count of Monte Cristo* celebrated its sixth year on the air Aug. 15.

* * *

► WPAD Paducah, Ky., celebrated its 20th anniversary on Sunday (Aug. 20). Highlights included several CBS network shows saluting the station and a party given for the staff and friends at the W House Club.

* * *

► KMTV (TV) Omaha will c brate its first birthday Sept. 1.

Strictly Business

(Continued from page 14)

and other offices in Chicago, L Angeles, Cleveland and Det the organization numbers Am can and Canadian outlets am its not inconsiderable list of clien

It was perhaps inevitable tha Don should take the initiative alon this line. He was born in Montre Quebec, on Aug. 19, 1917, movi to Toronto, Ont., a year later. H won the Canadian Intercollegiate Boxing Championship at colle with sparring qualities which pr sumably have stood him in goo stead in bouts with recalcitran clients-to-be.

Sold the Hard Way

He tackled selling the proverbia hard way—door-to-door—"a fai ly confusing situation" considering he encountered both French and English speaking people, he recall

Don attended college at Wester U. in London, England, then joined the Canadian Army for three years service with the rank of first lieutenant. After his discharge in 1944, he came to the U. S. and joined WELL Battle Creek, Mich. as a commercial salesman.

Three months later he went to Chicago where he became affiliated with W. E. Long Co. and engineered the bakery firm deal. The client certainly got his worth in weight (of talent), not to mention sales value. Don prevailed on the bakery to sign up Dick "Two-Ton" Baker, a Chicago piano-and-patter favorite, who, to put it mildly, "tips" the scale. The show was promptly used as a test on KBUR Burlington, Iowa.

Client 'Impressed'

The client was "impressed" with the quarter-hour show Don auditioned for him and decided to give radio a "chance." That "baptism" took place some six years ago and today the client is one of radio's most consistent sponsors.

Leaving the agency, Don worked for William G. Rambeau Co. for about 10 months before joining brother Jack in the radio representative venture. The organization represents well in excess of 50 U. S. stations, in addition to the 25-plus station Quebec French Radio Group.

Don is a member of the American Television Society and Radio Executives Club of New York. He is fond of music and collects records, and is an avid boxing and baseball fan, interests cultivated through television. Don and his wife, Mae, have a son, Don Jr., 4½.

KFXD Nampa, Idaho, has completed 256-seat radio theatre addition to its building at 1024 12th Ave. S.

FOR SALE

AT LOW COST

BIG BUYING RADIO AUDIENCE

A-1 REFERENCES *SEE BELOW

***Second Low In Cost Per Inquiry . .**

"It gives me a great deal of pleasure to be able to tell you that in the recent Robin Hood mail pull, the offer of a picture and a poem for 10c, KTBS ranked sixth in a list of twenty-one stations. Of the five stations ahead of you, four were 50,000 watts in power.

"On the basis of cost per piece of mail received, KTBS was the second low station. The only one with a better record based on cost was a 50,000 watt station nationally known for its widespread mail audience."

Jim Anderson, CROOK ADVERTISING AGENCY
Dallas, Texas

***Nearly A Million Baby Chicks Sold**

"We wish to take this opportunity to thank all of you at KTBS for the fine cooperation and the splendid selling job you have done for our Mason's Baby Chicks.

"We find that your station has sold 982,800 baby chicks at a cost per hundred chicks that rates No. 4 among our 120 radio stations used throughout the country."

Ruth Mason , President, MASON'S CHICKS, INC.,
South Plainfield, N. J.

KTBS

THE LOUISIANA PURCHASE
SHREVEPORT, LOUISIANA
10,000 WATTS 710 KC
(5,000 NIGHTS)

AFFILIATED WITH NBC AND TEXAS QUALITY NETWORK
REPRESENTED BY EDWARD PETRY & COMPANY, INC.

DO YOU HAVE SOMETHING TO SELL TO THE RADIO INDUSTRY?

If so, you'd never send out a salesman who didn't know the market—and thoroughly—would you?

Consider this. There is *no* advertising agency throughout the length and breadth of America that knows broadcasting so intimately, so thoroughly as O'Brien & Dorrance. There is *no* other advertising agency whose principals have been station managers, broadcast engineers, network promotion directors, radio trade association officials, successful radio executives.

There is only *one agency* that has helped in the growth of Broadcast Advertising Bureau. There is only *one agency* that has the greatest number of station and radio rep clients. There is only *one agency* that is best geared to bring greater profits to equipment manufacturers, regional networks and individual stations.

Competition is rough today—and getting rougher. If you aren't advertising, the odds are against you. If you *are* . . . then you need the hardest-hitting, best equipped agency, skilled in radio promotion, merchandising, trade ads, publicity.

In two words, you need . . .

PRESTO

Weed and company

A FORT INDUSTRY STATION

BROADCASTING TELECASTING

Avery-Knodel, Inc.

NARSR

Broadcast Advertising Bureau

COLUMBIA RECORDING CORP.

ABC-TV

WBAL	WOI-TV	WWVA	KCBC
WCBM	WICC	WKNE	WFAS
WTRY	WELI	WJBK	WOR
WSYR	WMMN	WBT	WROL
WAKR	WSPD	WGTM	KOME

(Among those who have been served by O'Brien & Dorrance, Inc.)

O'BRIEN & DORRANCE, inc.
160 EAST 56TH STREET, NEW YORK 22, PLaza 9-5120

ADVERTISING

With 28 years of top flight sales effort on behalf of America's leading advertisers, WGY continues to dominate the vast Northeastern market covering upper New York State and western New England.

Here are the facts:*

WGY's total weekly audience is 2½ times greater than the next best station *day and night.*

WGY has 40% more total audience than a combination of the *ten top rated stations in the area.*

WGY covers 54 counties daytime — 51 at night. The next best station covers 14 day — 13 night.

WGY has almost *twice* as many counties in its *primary* coverage as any other station in the area has in its *entire* coverage.

WGY has *9 counties* in its primary area which are *not reached at all* by *any other* Capital District station.

WGY — and only WGY — can deliver audiences in 21 major metropolitan markets with coverage in 5 northeastern states.

* Source Broadcast Measurement Bureau Study #2, Spring 1949.

All in all, your best dollar for dollar value is WGY covering more markets—more audience —with more power than any station in its area—at lower cost than *any* combinaton of those stations to reach the 21 markets.

810 on your dial 50,000 Powerful watts affiliated with NBC WGY A GENERAL ELECTRIC STATION

open mike

Marketbook ScoresAgain

EDITOR, BROADCASTING:

To me the MARKETBOOK has become the buyer's bible. Your latest one belongs with the classics—the most complete compendium of information in the business.

Carlos Franco
General Executive
Kudner Agency
New York

* * *

EDITOR, BROADCASTING:

Features I find indispensable in the MARKETBOOK are many, but the main ones are the map, which I use each year to complete buying for our football network; the metropolitan area figures, more complete than other statistics which give only city population rather than that of the entire trading area; the maps in front of state section, and, of course, the Spot Rate Finder, which makes it possible for us to give fast quotations.

Kay Kennelly
Media Director
Olian Advertising
Chicago

* * *

EDITOR, BROADCASTING:

Many thanks for the BROADCASTING MARKETBOOK.

We use this constantly because it summarizes all of the latest statistics necessary for station coverage.

Lloyd George Venard
The Taylor Co.
New York

* * *

EDITOR, BROADCASTING:

We have always thought the BROADCASTING-TELECASTING MARKETBOOK was terrific, and this year it is even better than previous issues. The first day I got it I was in a tight spot for some availabilities and found the information I wanted in the Spot Rate section. That will save us a lot of time.

Scott Keck
Radio-TV Director
Henri, Hurst & McDonald
Chicago

* * *

EDITOR, BBOADCASTING:

I didn't think it was possible to improve the 1949 BROADCASTING MARKETBOOK and Rate Finder but I'm amazed to see the 1950 one is much better.

Stanley Pulver
Timebuyer
Dancer-Fitzgerald-Sample
New York

* * *

EDITOR, BROADCASTING:

Here's something [MARKETBOOK 1950] that belongs on my desk puts at the fingertips all the information we need in placing a campaign.

William F. Sigmund
President, Wash. Ad Club
Creative Director
Henry J. Kaufman & Assoc.
Washington

* * *

EDITOR, BROADCASTING:

The MARKETBOOK again this year is swell. It saves me a lot of time which I used to need to collect various data. It's a fine job.

Mildred Dudley
Media Director
LeValley Agency
Chicago

* * *

EDITOR, BROADCASTING:

I consider the MARKETBOOK a very handy reference work. As a matter of fact, when I first opened it I found the answer to a problem regarding some of our stations which had been puzzling me for two days. That answer will result in some business for us. The breakdown on spot rates is very useful as buyers can get a quick picture of a station's rate structure, power and the rep.

Tom Peterson
Chicago Manager
The Taylor Co.

* * *

EDITOR, BROADCASTING:

Your MARKETBOOK, with its new 1950 figures on all of the counties across the country, has been of inestimable value to us in laying out our national county-by-county sample, according to latest population shifts.

The population and radio family data, combined with the individual state maps, give us the material in exactly proper form for our purposes.

Congratulations on a very useful and up-to-date job.

James W. Seiler
Director
American Research Bureau
Washington

* * *

EDITOR, BROADCASTING:

Have not yet had a chance to use the new MARKETBOOK, however, on my first examination it looks like the usual comprehensive and thorough job that BROADCASTING has done in the past.

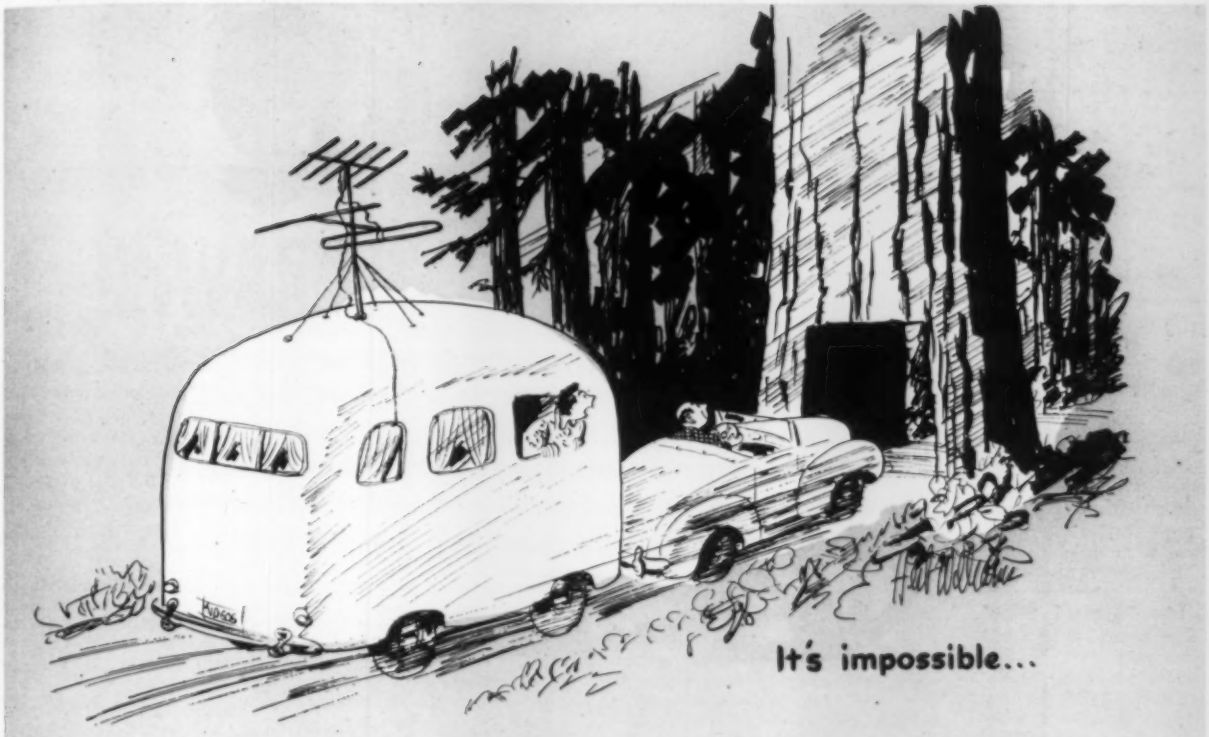
Frank Silvernail
Chief Timebuyer
BBDO
New York

* * *

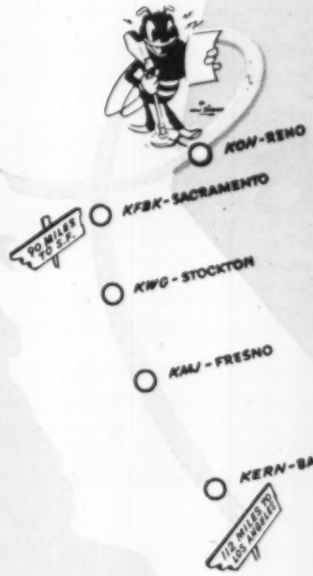
EDITOR, BROADCASTING:

The MARKETBOOK offers excellent statistical matter which will be of

(Continued on page 97)



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Are you leaving a 3-billion-dollar market behind you? One with more people than Los Angeles . . . greater food sales than Philadelphia . . . twice the *total* retail sales of Cleveland?*

You are, if you expect to cover the Beeline with San Francisco or Los Angeles radio. Because the Beeline — California's vast *inland* plus western Nevada — is geographically independent of the Coast. And Beeliners naturally prefer their own, on-the-spot stations to remote Coast stations.

Make sure, then, you schedule the five BEELINE stations. Each of these on-the-spot stations gives you top coverage in its own rich part of the Beeline. Together, they blanket the whole market. Choose best availabilities on each station without line costs or clearance problems. Combination rates.

**Sales Management's 1950 Copyrighted Survey*

Here's what you should know about KFBK

The Sacramento Bee Station

(50,000 watts — ABC)

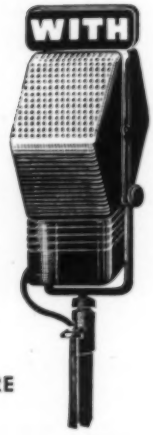
Delivers solid coverage of whole 21-county billion-dollar Sacramento market. New BMB shows KFBK's 1946-49 audience increase as 49.3% daytime, 49.2% at night, with 32.5% growth in radio families. Has *lowest cost per listener* in its area.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO. National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

You get a lot for a little*



IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER STATION IN BALTIMORE

BROADCASTING
TELECASTING

Vol. 39, No. 8 WASHINGTON, D. C., AUGUST 21, 1950 $7.00 A YEAR—25c A COPY

FALL: ONWARD & UPWARD

Spot Boomlet; Nets Steady

A SAMPLING of authoritative opinion among networks, station representatives and advertising agencies in New York, business capital of the radio industry, last week turned up universal optimism about the immediate future of radio.

A survey of business prospects by BROADCASTING showed that, over-all, radio advertising volume this fall is destined to equal and probably exceed the levels of last year.

BROADCASTING talked with scores of industry leaders whose combined opinions add up to the forecast that spot business this fall will definitely be bigger than it was in the autumn of 1949 — by probably 10% — and that network volume promises to match last year's level and perhaps better it.

A compilation of fall business that had actually been sold by the four national networks by mid-August showed that the networks as a group were within 10% of reaching the volume of advertising actually on the air in October 1949. With a month and a half to go before the fall season was full upon them, the networks were virtually assured of selling enough accounts to overcome the 10% difference and perhaps to rise above the 1949 volume.

Spot Record Seen

Among both buyers and sellers of time there was an agreement that spot broadcasting was headed for a record level. If the forecasts proved correct, 1950 would turn out to be the biggest year in the history of spot radio, exceeding last year's total of $112 million net time sales by an appreciable margin.

It was doubted that anything short of full-scale war would disrupt the predictions for a period of high revenue immediately ahead.

Indeed the spot radio business especially had profited by the sudden turn in the international situation. News programs, which before the events in Korea had sometimes been a drug on the market, were in sudden demand by sponsors.

Station representatives in New York reported renewed client interest in buying news programs on a spot basis, and they anticipated heavy investments in such shows by fall.

Audience rating figures in the period since the Korean intervention show that radio listening, even in television areas, has increased considerably not only to news programs but to other shows as well. As an executive of one advertising agency, historically a heavy investor in television, put it: ". . . The Korean War has given radio a second chance. . . . Present indications are that radio will remain a powerful instrument for some time to come."

An executive of another agency said: "Because of the uncertain international situation our radio prospects are stronger than they normally might have been; particularly there is more interest in news shows."

With the general levels of radio listening up, radio broadcasters were provided with another load of ammunition—not that a whopping supply was not already on hand—in their defense against the campaign launched a month ago by the Assn. of National Advertisers for a reduction of radio rates.

The strong evidence that advertisers would spend as much money in radio this fall as they had last year — perhaps more — indicated that the ANA's campaign was not being supported in the way that would be most effective: The withdrawal of advertising expenditures in radio.

May Surpass '49

The overall network outlook for fall is that the total volume of business may equal or perhaps even surpass last fall's total. A comparison of commercial programs actually broadcast by the four nationwide networks in October 1949 with business signed by mid-August of this year for airing this October shows an advantage for last year, but not such a large one that it cannot be overcome by hard selling in the weeks ahead.

Records (tabulated on page 25) show a total of 137 advertisers already contracted to sponsor 245 network programs during October 1950, compared with 166 advertisers who sponsored 293 network programs in October 1949. Total number of sponsored hours aired by the four networks in an October week last year was 215 hours and 42½ minutes. Sponsored time already signed for this October adds up to 194 hours and 42½ minutes.

These time totals do not include either the World Series, which is an annual one-week only event, nor political business, whose volume in this Congressional election year should far exceed last year's total. Neither do they include such business as Texas Co.'s sponsorship of the Metropolitan Opera broadcasts on ABC which is already under contract but which will not begin until the opening of the opera season in November and so could not properly be included in an October tabulation.

Individually, the networks show

(Continued on page 24)

AURAL RADIO time sales are on the upgrade and will set new records this fall and winter, according to the vast majority of agency, advertiser, broadcaster and associated industry leaders.

Rounding up sentiment in all timebuying centers, BROADCASTING'S news bureaus from coast-to-coast report that optimism is the prevailing theme as a summer marked by war fears goes into the waning weeks.

Here and there can be found executives who are concerned over the impact of war uncertainty on broadcasting stations and networks. And there are some who wonder about the drain of TV on aural time selling.

These are exceptions, the annual autumn-winter business forecast shows.

If anything, the consensus of those who spend dollars for radio time seems to be that radio is here to stay. At least, say the pessimists, it is getting a second chance, despite TV, because of war-stimulated interest in listening.

Brightest spot in this optimistic autumn-winter roundup is spot broadcasting. Spot's gain over last year's record will be at least 10% and some observers look for an even higher figure.

Networks, too, face a relatively cheerful season. As early as mid-August the networks had sold within 10% of their mid-October level in 1949 and still had a good month-and-a-half of selling time remaining. Their total sales will match last year, at least, and chances are good that total 1950 network business will be handsomely above that of 1949.

* * *

TEMPERING all the cheery forecasts, however, is the possibility that full-scale war might upset the whole broadcast advertising cart. Prophets are rare who will belittle this danger but at the same time most of those who watch the broadcast advertising business feel reasonably confident that panic is not imminent.

Main effect of the international crisis has been to stimulate listening to most types of programs, particularly newscasts. Even in TV areas there are plenty of signs that listening is on the upgrade.

At the time of this nationwide roundup it appeared that the rate-reduction campaign of the Assn. of National Advertisers has not caused any advertiser to quit buying air time. If the ANA effort has hit anywhere, the evidence was not uncovered.

All talk about fall and winter business returns inevitably to spot. Representatives report that there was no serious summer slump in spot. They add that spot prospects for the coming months are unusually good, judging by the buying already under way. Such products as cold remedies, cigarettes, candy and foods are actively hunting availabilities and signing contracts. Even automotive interest is apparent despite war fears.

* * *

NEW YORK is generally optimistic (this page). So is Chicago, though signs of a tightened economy are noted in some quarters (page 25). As usual the West Coast is cheerful and some prophets go so far as to predict 1951 will be even better than 1950. The appliance industries cause the most worry on the Coast (page 26). In the Pacific Northwest the outlook is bright aside from war uncertainty (page 27). And in the Southwest radio is believed to be heading into a fall and winter boom (page 25).

Everywhere business appears to be good as people spend heavily and industries turn out their products in unprecedented quantities. Many broadcast stations indicate they are breaking all-time sales records. This goes for areas that have TV stations, with TV appearing to draw much new money into the electronic advertising field.

Fall Business

(Continued from page 23)

considerable variance in their 1949-50 comparisons of October business, it always being remembered that these comparisons may be appreciably changed in this year's favor by the time October 1950 has ended and its network volume entered in the records. CBS alone shows a gain in the number of commercial programs and the amount of sponsored time; the other three networks have to date lined up fewer commercial shows for less time than they broadcast last October. Figures are:

Network	No. of Sponsored Programs		Amount of Sponsored Time	
	1949	1950	1949	1950
ABC	70	41	51:00	28:30
CBS	95	99	73:02½	80:27½
MBS	38	31	22:25	20:00
NBC	89	74	69:15	65:45

Even if no new business were signed by the networks between now and October, the differences in dollar volume from last year to this would be appreciably less than the above time comparisons indicate. Dollar volume is based on the number of network stations used as well as the amount of time, and the average size of the networks being used by sponsors this fall is well ahead of last year's average.

In spot broadcasting, an average of the forecasts by station representatives indicated volume this fall would be 10% bigger than it was last year.

Station representatives generally reported that this summer's business, contrary to the record of the summer of 1949, showed no appreciable slump, and the jump to fall business from this higher springboard was expected to reach new altitudes.

Among products whose fall investments in spot promise to be heavy are cold remedies which have already begun their buying for fall [BROADCASTING, July 24].

Station representatives, who for a while feared that possible sugar shortages or increases in sugar prices would adversely influence candy and gum advertising, noted last week that sizeable orders were coming in from Baby Ruth, Chuckles, Peter Paul and American Chicle.

A substantial increase in spot advertising by cigarettes was also noted. Among those mentioned were Lucky Strike, which has bought spot schedules in 20 big markets, Kools, Pall Malls and Spuds.

Coffee brands, both regular and instant, were reported to be showing increased spot activity. Food products generally were said to be in line to maintain high spot volume.

One of the businesses from whom national representatives expect a unique windfall is magazine publishing. The representatives have been advised that publishers intend to use spot widely this fall to promote circulation and thus justify the recent advertising rate increases many of them have announced.

Automobile Plans

Some doubt has prevailed as to the advertising plans of automobile manufacturers who face possible curtailment of passenger car production in the event of an expanded rearmament program. But Pontiac just bought announcements in numerous markets for September and October, and other motor makers reportedly are considering spot campaigns.

Station representatives were careful to point out that the anticipated increase in total volume of spot business did not mean that every station would experience similar increases in its spot revenue. Some radio stations in television markets may suffer decreases, it was said, although in even the

(Continued on page 34)

Drawn for BROADCASTING by Sid Hix

"The strategy of a modern army is maneuverability. You may be called on to march as much as 20 miles a day, to keep up with the troops."

Network Clients for October 1950

With Comparison Against Placements in October 1949

Sponsor	PROGRAM	Gross Time Charges October 1949	Network	No. of Stations 1949	No. of Stations 1950	Hours per week 1949	Hours per week 1950
Adam Hat Stores	Drew Pearson	$ 41,397	ABC	273	273	½	½
Alberts Products Co.	Meet the Missus	2,305	CBS	13	—	½	—
Allis-Chalmers Mfg. Co.	Nat'l Farm & Home Hour	41,453	NBC	164	165	½	½
American Bakeries Co.	Lone Ranger	20,046	ABC	36	37	½	½
A. F. of L.	Commentators	—	MBS	—	168	—	¼
American Home Products	Hollywood Star Theatre	77,205	NBC	129	—	½	—
	Just Plain Bill	63,336	NBC	59	128	½	½
	Our Gal Sunday	86,090	CBS	159	173	½	½
	Mr. Keen	66,216	CBS	152	152	½	½
	Harry Babbitt	—	CBS	—	12	—	½
	Helen Trent	91,571	CBS	166	173	½	½
	Front Page Farrell	62,748	NBC	58	127	½	½
American Bird Products	Radio Warblers	1,346	MBS	9	25	½	½
American Tel. & Tel. Co.	Telephone Hour	81,405	NBC	153	155	½	½
American Tobacco Co.	Your Hit Parade	83,025	NBC	164	167	½	½
	Big Story	66,420	NBC	163	172	½	½
	Light Up Time	232,470	NBC	183	—	1½	—
	Jack Benny	93,015	CBS	180	173	½	½
	Leave It to Joan	70,524	CBS	174	—	½	—
Amurol Inc.	Gabriel Heatter	—	MBS	—	27	—	¼
Armour & Co.	Stars Over Hollywood	26,106	CBS	168	168	½	½
	Next Dave Garroway	—	NBC	—	133	—	½
Armstrong Cork Co.	Theatre of Today	43,180	CBS	166	166	½	½
Assn. Amer. RR	Railroad Hour	82,545	NBC	165	165	½	½
B. T. Babbitt Co.	Laura Laughton	109,639	NBC	135	58	1½	½
	David Harum	70,665	CBS	55	—	1½	—
	Nona From Nowhere	—	CBS	—	149	—	½
Bekins Van & Storage	Hollywood Music Hall	5,424	CBS	13	13	½	½
Bloch Bros. Tobacco Co.	Fishing & Hunting Club of the Air	29,702	MBS	142	—	25 min.	—
Block Drug Co.	Burns & Allen	66,996	CBS	150	—	½	—
	Quick As a Flash	—	ABC	160	—	25 min.	—
Borden Co.	County Fair	43,625	CBS	168	—	½	—
Botany Mills	Song Shop	—	ABC	—	62	—	½
Bristol-Myers Co.	Break the Bank	54,790	NBC	163	—	½	—
	(Name not set)	—	NBC	—	165	—	½
	Mr. District Attorney	54,790	NBC	163	166	½	½
Brown Shoe Co.	Smilin' Ed McConnell	41,273	NBC	162	162	½	½
Brown & Williamson Tobacco Co.	People Are Funny	66,420	NBC	164	168	½	½
	People Are Funny	12,150	NBC	17	72	½	½
Bruner-Ritter Inc.	Chance of a Lifetime	78,420	ABC	187	—	½	—
Campana Sales Co.	Solitaire Time	10,160	NBC	20	20	½	½
	First Nighter	31,509	CBS	62	—	½	—
Campbell Soup Co.	Club Fifteen	198,311	CBS	155	155	1¼	¼
	Edward R. Murrow	166,352	CBS	153	—	1¼	—
	Double or Nothing	160,178	NBC	132	132	2¼	½
Calif. Packing Corp.	Rocky Jordan	8,210	CBS	26	—	½	—
Carnation Co.	Contented Hour	94,755	CBS	175	174	½	½
	Family Party	3,585	CBS	14	95	½	½
	Aunt Mary	12,369	NBC	26	23	1¼	¼
	Elmer Peterson	6,072	NBC	12	12	¾	¾
Chesebrough Mfg. Co.	Dr. Christian	67,392	CBS	157	157	½	½
Chemicals Inc.	Frank Goss	—	CBS	—	12	—	½
Chamberlain Sales Corp.	Cecil Brown, News	—	MBS	—	500	—	5 mn.
Champion Spark Plug Co.	Roll Call	21,864	ABC	238	246	5 min.	5 mn.
Carter Products	Jimmie Fidler	30,166	ABC	86	—	¼	—
	Sing It Again	43,540	CBS	123	141	¼	¼
Christian Reformed Church	Back to God Hour	25,394	MBS	287	290	½	½
Chrysler Corp.	Hit the Jackpot	70,044	CBS	172	—	½	—
	You Bet Your Life	—	NBC	—	165	—	½
Cities Service Oil Co.	Band of America	60,270	NBC	82	90	½	½
Club Alum. Products Co.	Club Time	11,144	ABC	69	61	½	½
Coca-Cola Co.	Morton Downey	85,548	NBC	148	—	½	—
	Morton Downey	—	CBS	—	174	—	1
	Charlie McCarthy	96,795	CBS	180	174	½	½
Colgate-Palmolive-Peet Co.	Sports News Reel	42,168	NBC	139	76	½	½
	Judy Canova	65,088	NBC	144	145	½	½
	Your Stand In	5,922	CBS	8	—	½	—
	Mr. & Mrs. North	67,440	CBS	151	150	½	½
	Dennis Day	65,088	NBC	144	145	½	½
	Our Miss Brooks	77,860	CBS	152	150	½	½
	Strike It Rich	—	CBS	—	36	—	½
CIO	Steel Strike Talk*	11,740	MBS	265	—	½	—
Continental Baking Co.	Grand Slam	62,391	CBS	48	48	1¼	¼
Columbia Records	Record Parade	—	CBS	—	75	—	½
Cream of Wheat Corp.	Let's Pretend	34,932	CBS	154	152	½	½
Cudahy Packing Co.	Nick Carter	58,391	MBS	308	317	½	½
Dawn Bible Students Assn.	Frank & Ernest	13,185	ABC	175	175	½	½
Delaware & Hudson Co.	D&H Miners	4,720	NBC	13	13	½	½
Doubleday & Co.	Sydney Walton	15,503	MBS	59	—	½	—
	Doubleday Quiz Club	46,460	MBS	60	—	1¼	—
	Doubleday Music Shop	5,654	ABC	55	—	¼	—
E. I. duPont deNemours & Co.	Cavalcade of America	64,620	NBC	152	152	½	½
Wm. Edris Co.	Frank Goss, News	4,154	CBS	12	12	½	½
Electric Auto-Lite Co.	Suspense	74,724	CBS	169	167	½	½
Elec. Cos. Adv. Program	Corliss Archer	84,270	CBS	163	163	½	½
Emerson Drug Co.	Inner Sanctum	84,525	CBS	157	—	½	—
	Hollywood Star Playhouse	—	CBS	—	157	—	½
Equitable Life Assur. Soc.	This Is Your FBI	70,318	ABC	265	281	½	½
Eversharp Inc.	Take It or Leave It	83,025	NBC	165	—	½	—

*One Time

(Continued on page 36)

Short-Term Buying Prompted by War MID & SOUTHWEST Texas Keys Area's Bright Outlook

MIDWEST CLIENTS are playing a short-run advertising game because of fluctuating elements in the industry itself and unstable factors in the tightening U. S. economy, both complicated by rising temperatures in the "cold war."

Watching and waiting again this year, advertisers are planning media schedules for the balance of 1950 and the first quarter of 1951, only occasionally up to June of next year.

Short-run schedules are being placed in broadcasting media because (1) TV continues its fast growth though threatened with an extension of the freeze and limitation of facilities; (2) TV program and spot time is grabbed up by agencies as soon as it becomes available; (3) AM networking, affected adversely by television in major markets, is giving way to national spot in many instances; (4) good AM spot availabilities are rare, especially news show adjacencies. These are reflections of the internal workings of the industry.

Other Questions

Outside the advertising realm are additional factors which concern advertisers and their agencies: (1) possible governmental levy of higher corporate taxes; (2) the oft-proposed control of prices and profits, along with wages; (3) growing shortages in supplies of basic goods—steel, grain, sugar, zinc, copper; (4) continued raids on food and appliance stocks by consumers, despite nationwide efforts to stop hoarding; (5) soaring living costs, which inevitably lead to more careful buying on the consumer level.

Although radio and television contracts span a shorter period this year than last, aggregate billing is expected to better 1949 figures. AM-wise, Midwest radio people predict spot business will skyrocket. Advertisers presumably are turning even more to spot radio because (1) it offers a comprehensive coverage pattern nowhere equalled by TV; (2) AM availabilities are easier to get on key stations; (3) advertisers can choose spot time and get it, whereas they can't on TV; (4) some network advertisers are switching to spot, claiming lowered listening and high cost on the networks, and (5) spot proponents term it flexible, cheap and vastly effective.

Radio Families Rise

Chicagoans surveyed say an increasing number of radio sets are being sold, the number of radio families is on the upswing, radio listening has jumped anywhere from 25% to 80% because of keen interest in world and national news, and stations are beginning to concentrate more on daytime programming, especially in TV markets.

Station men unanimously are drawing up plans for intensified sales and programming campaigns on local levels. They want to devise show formats which do not directly compete with popular network or video features, but which will build, hold and sell local audiences. In line with sponsors' demands, station men will merchandise and promote products heavily on the local level.

Price Uncertainty

Many advertisers, still fearing prices of video shows, plan to stay in AM for a long time to come. They are looking, however, for idea shows with imaginative production, rather than for giveaway, gimmick and quiz programs. Midwest clients, despite uncertainties in manufacturing, advertising and selling, are not trimming their advertising budgets. A few are beginning to ask for war clauses in their contracts.

Representative of national sponsors in the Midwest are S. C. Johnson & Son (wax products), General Mills, Miles Labs (Alka-Seltzer, One-A-Day vitamins), and Pabst Brewing Co. L. E. Waddington, radio-television director for Miles Labs, says his company's advertising allocations will be higher this year because of two new products, Tabcin and Bactine.

"If business stays on the current

(Continued on page 83)

Midwest Viewpoints on Fall Business . . .

Mr. Blink Mr. Holland Mr. Brorby Mr. Cone Mr. Bolas

Mr. Rorke Mr. Blair Mr. Murphy Mr. Brokaw Miss Reuter

Mr. Olian Mr. Connolly Mr. Griffin Mr. Stewart Mr. Scott

Southwesterners Voice Opinions . . .

Mr. Brimm Mr. Taylor Mr. McHugh Mr. Glenn Mr. Evans

RADIO in the Southwest is riding into a fall and wintertime boom that may take on record proportions before it's over.

That's the picture these hot, busy late-August days in Texas and surrounding points as developed in comments and forecasts by those in a position to know, regionally and beyond.

In the Southwest, AM radio is still the thing, although accompanied by a rising curve of interest in TV.

O. L. (Ted) Taylor, president of Taylor Radio & Television Corp., owner of WRGV Weslaco, Tex., KTOK Oklahoma City and KANS Wichita, said: "If the fall increase is proportionate to the summer increase, it looks like a banner year for AM radio. We're ahead of last year, and the outlook is far brighter."

Martin Campbell, manager of WFAA-AM-FM-TV Dallas, said: "I'm extremely optimistic. The summer slump is supposed to be on. But where is it?"

Clyde Rembert, managing director of KRLD-AM-FM-TV Dallas, and NAB district director for Texas, concurred: "All in all, it looks very promising. I'm very optimistic. Unless something tragic happens from an economic standpoint, this'll be one of the finest years radio stations have had."

New Records

Optimism was the word in the Southwest last year, but now the same people say they are optimistic in a much greater degree in approaching 1950-51 business.

Summarizing the situation is this comment by Frank Brimm, manager of the Dallas office of The Katz Agency: "From all indications, it's going to be an exceptional fall both on AM and TV. We've been getting worlds of requests for availabilities over the last 60 days, and a lot have signed up in the past two or three weeks. The fall outlook is much better than last year."

As to TV-vs.-AM, Mr. Brimm remarked: "We had a little scare early in the year that TV would take away all the AM business. But that hasn't developed at all."

And Joe Evans, Fort Worth manager of Free & Peters, added: "Overall, this fall and winter will be the best in AM-TV history from the standpoint of expenditure in these mediums by Southwestern accounts." He said Southwestern advertisers "are still, and apparently will continue, spending a major portion of their budgets in AM radio."

Perhaps George Cranston, manager of WBAP-AM-FM-TV Fort Worth, best summed up the general attitude on war conditions in relation to radio:

"While we don't want to use war as a means for gauging how busi-

(Continued on page 80)

Far West

Upswing Unabated In Bay Area

THE UPWARD swing of business that has been an almost unbroken trend in the San Francisco Bay Area for the last 10 years will continue upward this fall and next year. This is the consensus among the best informed people in the Northern California radio field.

The optimism with which radio people in this area look forward to the coming fall, winter and spring seasons is unmatched by any previous year despite the uncertainties of the Korean war. These are the same people who predicted 1948 would be radio's peak year, and it was—the best Northern California had ever realized.

They said 1949 would top the 1948 peak of business. And it did. And now they're saying 1950 will end up better than either of the previous two years and 1951 is likely to be the best of all.

In previous years, when the area was facing the troubled readjustment to peacetime economy, there was an occasional trace of uncertainty in the predictions. This year, with possible return to war economy, none of this hesitation is noticeable.

Expect Banner Year

A BROADCASTING survey of opinion in the area brought comments on 1950-51 possibilities ranging from "as good or slightly better" to "extremely good," "excellent," and a "banner year." The network stations and larger independents were more optimistic in their predictions than the smaller independents. The advertising agencies and station reps were no less cautious and the larger advertisers gave support to the predictions with announcements of continued heavy use of radio.

Most advertisers seemed inclined to make no change in their present budgets, at least until the results of the action in Korea take more definite shape. But there were many signs of new interest in radio among several large companies that heretofore have been light users of the medium or have ignored it altogether.

Only in such fields as appliances, automobiles and other hard goods was there any talk of curtailed advertising budgets. While there were few announcements or other indications from these industries themselves, it was generally felt by radio people that an expansion of the Korean war would bring both curtailed production and lower budgets in this field.

The most active fields, it was believed, would be beer, bread, jewelry, clothing (unless shortages develop) and some other foodstuffs. Banks, which have been light users of radio in the past, are readying big campaigns for the immediate future. Some of the large wineries in the area, which have used radio heavily but erratically in the past, are contracting for large blocks of time on a steadier basis.

Western breweries have developed into one of Northern California's most active users during the past couple of years. To a large extent this can be attributed to television, although some of the more established beers have been steady radio users for years. But with advent of TV in San Francisco many non-radio users entered the television field heavily and have since spread to radio.

Gallo Wine, one of the largest in the area, has used radio in the past, is presently without an advertising agency and is looking for one to handle its account. Once signed with an agency the company plans a heavy schedule of both radio and TV advertising.

Bank of America, largest in the world, a casual user of radio in the past and a recent entry in the television field, is now buying sizeable amounts of air time and indications are its schedule will continue to be increased.

Local merchants in almost every field are showing new interest in radio advertising. This report comes particularly from the smaller independents who depend on local advertisers for a larger percentage of their billings. Jewelry stores are especially active although they seem more inclined to TV where their sparkling merchandise can be shown to advantage.

The big, steady and old radio users have shown no sign of cutting back—Standard Oil of California, with its *Standard Hour, Standard School Broadcast* and numerous news shows; Tide Water-Associated Oil Co., with its very heavy annual schedule of sports reports; Skippy Peanut Butter, with its *Skippy Hollywood Theatre;* Langendorf United Bakeries, with its Red Ryder serial, baseball casts and dozens of local shows and spot schedules on the coast.

This is just a sprinkling of the reasons for the optimistic outlook in Northern California.

KNBC, the pace setter for Bay Area radio stations (its rates are highest) describes its business propects as "excellent." John W. Elwood, KNBC general manager, said this prediction holds for both national spot and local business. "Contracts for fall and winter business are being signed about a month earlier than usual," he said, "and requests for availabilities are running very heavy. A few ad-

(Continued on page 33)

Los Angeles' Optimism Typifies Area Outlook

DESPITE a few doubts, feeling of optimism generally permeates the western radio advertising spectrum for the next six months. Overall picture is one of calm-waiting and business-as-usual.

With prevailing world conditions, buyers and sellers of radio time are equally agreed that no one is able to chart the broadcasting industry course this autumn. Too many conflicting elements enter into the picture.

Cross section of opinions from broadcasters, advertisers, agency account executives and timebuyers and station representatives reflect a variance of views.

Optimistic are station operators and their sales staffs. They base this on business on hand and inquiries for fall and winter availabilities. Station representatives, too, are cheerful.

Although there is some hesitation as to future plans by many advertisers who are awaiting developments in the Korean war situation, agency executives report few cancellations or changes in schedules. Others report advertising clients increasing appropriations for spot radio and adding money for television. Several announced slashes in radio budgets with money diverted to video.

Agency people are optimistic as a whole. Exception is in the electrical appliance industry which already has made cancellations felt where cooperative sponsorship is concerned.

Changes Possible

As the government puts restrictions on credit buying and critical materials and as industries turn to war work, all expect that changes are possible. Majority feel the changes will come in copy approach as well as in volume.

Uncertainty of prices, costs and incomes stands as a serious block to continuance of the present high level of business activity, according to some industry figures. Without readjustments, marketing and advertising procedures will be uncertain.

Most station representatives report that business is good and, with knowledge of campaigns in the making, present indications point to a rise curve for spot during fall and winter. The present war scare and increasing mobilization of industry were given by many sources as basic factors.

Several representatives believe that more national advertisers will pick spot radio on wider schedules as the newsprint shortage increases and puts newspaper and magazine space at a premium. It was further pointed out that many network advertisers who have cancelled for television will be using spot radio this fall in selected markets. Flexibility of spot, which need not be

(Continued on page 96)

Far West Executives Look Ahead....

Miss Sanders | Mr. Cannon | Mr. Mogge | Mr. Coleman | Mr. Bull

Mr. Ingram | Mr. Smith | Mr. Laws | Mr. Temple | Mr. Strotz

Mr. Lasky | Mr. Hayes | Mr. Elwood | Mr. Grubb | Mr. Partridge

Fall Business Roundup

War Uncertainty Only Seattle Cloud — Northwest & Canada — Dominion To Fare Well

EXCEPT for war uncertainty, Pacific Northwest prospects for business generally and radio in particular are bright, according to almost every advertiser, agency and station executive consulted by BROADCASTING.

With Seattle not only a major port of embarkation and trade gateway to the Orient but also the home plant city of Boeing Airplane Co. (now employing 18,000 workers and expecting to hire additional thousands soon), the entire area is acutely sensitive to the possible extension of the Korean conflict.

As a result, station and agency executives alike are loath to make firm predictions of fall and winter trends, even on their own established accounts. As Lincoln W. Miller, executive vice president of KXA Seattle, put it: "I'd need a crystal ball twice as big as last year's. The situation is about comparable to that of World War II in its uncertainty."

Although he reported KXA's business better than last year's as of mid-August, with increase in both local and national volume, there is what Mr. Miller described as "a legitimate state of indecision."

The view of most agency executives is typified by the comment of Wallace J. Mackay, partner in the Wallace Mackay Co., who observed that certain clients of the Seattle agency are faced with allocation of materials and will have to cut back production if it comes. They may, however, do institutional advertising. Mr. Mackay summarized: "Our whole policy will be determined by 12 guys sitting around a table in Moscow."

Shortage Effects

The possible shortage of raw material affects appliance dealers, and several large local retailers—a number of them substantial users of radio in the past—have delayed settling their long-range plans. Allocations of steel, glass, sugar, etc., would also affect food processors, a major industry in Washington State.

Despite the uncertainty, however, some radio leaders look forward confidently to a good season. J. Archie Morton, general manager of KJR Seattle, sounded the theme of optimism.

"The outlook for both national spot and local business looks good for the 1950-51 season in the Seattle, Tacoma and Western Washington market," he said. "National advertisers and their agencies seem impressed by this area's population growth as shown in the 1950 Census for example, where Seattle shows as the nation's 17th city. They also are impressed by the high per capita buying income available throughout this area.

"Local advertising volume should continue in increasing volumes because of increased payrolls occasioned by defense contracts in addition to the normal business caused by increased population. Evidences of the confidence of local retailers are the improvements and additions of many retail organizations such as Frederick & Nelson's new five-story addition, Bon Marche's Northgate store, MacDougall-Southwick's improvements, etc. Certainly from KJR's viewpoint, the outlook is good."

More succinctly, but with equal optimism, Loren B. Stone, station manager of KIRO Seattle, commented that "prospects look swell."

Aside from the anticipated volume of commercial business, Northwest radio's coffers—and to some extent those of television as well—will be swelled this fall with substantial orders growing out of the hotly contested elections.

Political Radio

Warren E. Kraft, vice president and Seattle manager of Honig-Cooper, indicated that all the candidates who had retained his agency for advertising and promotion services would be using radio heavily both before the primaries and for the general elections.

Similarly, Irving E. Stimpson, partner in Frederick E. Baker & Assoc., forecast an increase in radio business volume this fall as a result of the political campaign. Candidates of the Baker agency, he said, plan to use one-minute spots almost entirely. Candidates also are beginning to think about television as a possible campaign medium, though no plans have been made definitely yet, according to Mr. Stimpson.

Alaska Steamship Co., another Baker account handled by Mr. Stimpson, is not only continuing its three-a-week newscasts on five stations in Alaska but is using radio to explain its stand with regard to pending anti-trust actions brought against the company by the Justice Dept. D. E. Skinner, company vice president and general manager, has been stumping major cities in Alaska, speaking on the issue, and the talks, transcribed, are being aired later on local stations.

Baker Outlook

The report by Peter Lyman, radio and television director for the Baker agency, is somewhat more spotty. The agency's biggest radio account, Riach-Central Oldsmobile, will complete its current sponsorship of one-half of the Seattle Rainier baseball games on Oct. 10, and has no plans at this time for using radio after that date. Another automobile dealer, client of the agency, however, will be using TV more heavily than in the past. Peoples National Bank, which has just launched a series of TV spots, will continue its radio efforts at the same level as heretofore.

Substantial prospects are in sight for new business in the months ahead. Greater Seattle Inc., a recently organized civic booster organization, spent $3,000 in local radio in preparation for the first Seattle Seafair, conducted Aug. 11-

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RADIO business is good everywhere in Canada. The SRO sign is out in many major market stations; selective or spot business has leaped ahead; networks will have about the same amount of commercial shows as last year; local business continues to increase; more agencies are doing radio business, and the international situation has not yet affected Canadian radio business.

This is the summary of a survey made in Toronto from agencies, stations, station representatives, networks and transcription distributors. Business is good. There have been a few delays caused by the Korean war situation, a few American imported network shows will not appear in Canada this season because of a switch in sponsors, but a number of new Canadian sponsors are appearing on networks.

Canada has not felt the impact of TV because there are no TV stations in Canada as yet, and Canadians living along the international border are the only ones who can look in on TV programs from U.S. stations. Nevertheless, the growth of TV has had one effect already in Canada: There is more use of spot programs, or as Canadians like to call them, selective programs. The transcription distributors of American shows are doing a land-office business, and there is some slight increase in Canadian transcribed shows, particularly small quiz shows.

Radio Expansion

More and more agencies that had only dabbled in selling sponsors on radio, now have full fledged radio departments. Station men and former station representative salesmen are now in agency radio departments. One agency, Walsh Adv., Toronto, has printed a small booklet with testimonials from stations all over Canada on the successful use of the medium in selling capital consumer goods.

These new agencies in the field of radio are bringing new clients to the stations, a number with test campaigns or small spot and flash campaigns but primarily clients who go after the few availabilities on most stations. A number of accounts which have not been on the air for some years are reported by agencies as coming back this fall. Even the Canadian banks, which have been very stand-offish to radio to date, are reported as practically aboard the medium, some banks having gone as far as picking program vehicles.

Banks that have already formulated plans are understood to be interested mainly in institutional shows, with a limited amount of commercials on their services. Canadian bank advertising in general has had a great change insofar as humanizing the institutions in the public eye. Radio fits into this public relations job, they now feel.

While a few big U. S. network

(Continued on page 42)

BEFORE opening of the Democratic State Convention in Hartford, Conn., July 28, Bernard Mullins (r), manager of special programs for WTIC Hartford, interviews top party dignitaries: (l to r) U. S. Sens. William Benton and Brien McMahon, Gov. Chester Bowles and State Democratic Chairman John M. Bailey. Gov. Bowles and Sen. Benton, founders of Benton & Bowles Inc., New York, and Sen. McMahon, were renominated at the convention, portions of which were broadcast by WTIC.

HIGGINS TO BAB

Named Interim Director

WHILE NAB was starting to carry out board orders to set up a super-BAB with a potential million-dollar budget, William B. Ryan, NAB general manager, reinforced the existing industry sales agency by appointing Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, as interim director of BAB.

Mr. Higgins will take office Sept. 1. The new and expanded BAB set up at the NAB board's special meeting early this month [BROADCASTING, Aug. 14] will operate independent of NAB itself, with officers to be selected by this new corporation's directors.

The Higgins appointment is made with the understanding that the new corporation will be free to select its own director, as well as other officers. The new BAB corporation is to have a president in overall charge, NAB's board having recommended that this post be filled by one of the biggest names in the industry.

At BAB Mr. Higgins succeeds Maurice B. Mitchell, who last week joined the NBC sales organization. Assistant directors at BAB are Lee Hart and Meg Zahrt.

Details of the proposed BAB corporation, slated to go into operation April 1, were explained to the NAB District 17 meeting at Seattle last week by Robert D. Swezey, WDSU New Orleans, NAB board member for TV and chairman of the board's BAB Committee (see story page 29). This committee, which drew up the new BAB plans under Mr. Swezey's chairmanship, was reappointed at the recent NAB board meeting.

Incorporation papers for the new BAB, with its proposed million-dollar budget, are being prepared by Don Petty, NAB general counsel. The board project contemplates a $200,000 budget starting next April, compared to the present $168,000. For the first year 30% of NAB dues will go to BAB but after April 1, 1952, BAB is to be a completely independent corporation.

Joins Central States

Mr. Higgins' first important radio job was at Central States Broadcasting System (KFAB-KFOR Lincoln, Neb., KOIL Omaha) in 1938-40. At the same time he directed public relations at Creighton U., where he had received a B.A. degree in 1930. In 1940 he moved to NBC in Washington as sales promotion director.

Two years later he joined the Army Air Force serving in the United States and China-Burma-India theatre as a lieutenant. He now holds the rank of lieutenant colonel in the reserves.

After the war Mr. Higgins was named by NAB as assistant director of the Broadcast Advertising Dept. under Frank E. Pellegrin, then director. Mr. Pellegrin, who had been considered as an appointee to the BAB vacancy but was unavailable, is national sales director of Transit Radio Inc.

In 1948 Mr. Higgins left NAB to become vice president and general manager of WMOA, of which William G. Wells is president and principal owner.

At the 1949 NAB convention in Chicago Mr. Higgins was one of a small group of broadcasters who staged a hot floor fight on behalf of a separate advertising bureau for NAB. The fight had been simmering in corridor discussions and broke out at the end of a five-hour session after most of the delegates had left the theatre.

Many board members heard the fireworks and helped steer the project through the board two days later. The advertising bureau advocates were represented in a board appearance by Mr. Higgins and Mr. Pellegrin; William Maillefert, then of WVET Rochester, N. Y., and now with Edward J. Petry representative firm; Simon R. Goldman, WJTN Jamestown, N. Y., and Marshall Pengra, WATO Oak Ridge.

Mr. HIGGINS

In the Ohio Assn. of Broadcasters Mr. Higgins is a member of the employe-employer relations committee and chairman of the education committee.

HERBERT NAMED

To NBC Executive Post

JOHN K. HERBERT, vice president and general manager of Hearst Magazines Inc., will join NBC as assistant to the president on Sept. 5, it was announced last week by Joseph H. McConnell, NBC president.

Mr. Herbert's appointment is the second this year to the position of assistant to the president. Earlier, Edward Madden, who headed the American Newspaper Advertisers Network, was appointed with the same title.

Mr. Herbert has been associated with Hearst Magazines Inc., since 1938, serving both as New England manager and as Eastern advertising manager of *Good Housekeeping*. He represented Hearst Magazines on the Periodical Publishers Assn., the Magazine Advertising Bureau, the Advertising Council, and the National Assn. of Magazine Publishers.

His earlier associations were with the Socony Vacuum Oil Corp., the brokerage firm of Jones, Gardner & Beal, and *Esquire* magazine. From 1943-45 he served in the Marine Corps, which he left with the rank of captain.

EXTRA LISTENING

Shown in Whan Survey

IMPORTANT extra listening to broadcasts in multiple-set homes, not shown in research covering the radio audience, is revealed in the annual survey of Kansas set ownership and use conducted for WIBW Topeka by Dr. Forest Whan, of the U. of Wichita.

With Kansas set ownership near saturation — 97.4% of all homes compared to 84.8% in 1940—the study shows that the multiple ownership is increasing and that extra sets are used simultaneously in a sizable segment of homes.

The greater the number of sets owned, the greater the probability of the family using sets simultaneously on an average weekday, it was found. Two-fifths (39.9%) of Kansas families have more than one set in the home, over a fourth (27.7%) have two sets and 9.6% have three or more sets.

Auto Set Ownership

Half (49.6%) of all families have an auto set compared to 16.8% a decade ago, or 57.7% of all car owners compared to 20.8% in 1940. On farms with barns, 7.9% have a radio in the barn.

According to the survey, the average home with more than one radio uses two sets simultaneously between two and three quarter-hours a day, with urban homes making greater use of sets than farm homes.

"This additional half-hour to 45 minutes of listening on the part of the 37.3% of Kansas homes owning more than one set represents 'extra listening' not usually measured by radio audience research limited to analysis of the use of the 'family set'," according to the survey. "It represents a sizable audience which should not be ignored in the future, an audience with increases in direct proportion to the increase in number of sets in the home."

In the four out of 10 homes that have multiple sets that are used simultaneously over a half-hour a day, two times out of three the sets are tuned to competing programs, according to the survey. This is described as a matter "of grave concern to all radio research."

Analysis of Kansas listening to car radio shows:

Better than 6 of 10 women and 3 of 4 men (owning radio-equipped cars) ride in these cars each weekday.

Men are more likely to ride than women; urban owners more likely to ride than farm owners.

Approximately half of the women and two-thirds of the men riders use the radio each day while driving, with younger riders more likely than older to use the car radio.

About one-third of the women and nearly half of the men use the car radio within the first five miles.

Nearly 6 of 10 women and 2 of 3 men riders use the car radio within the first 25 miles.

Better than 3 of 4 riders use the car radio within the first 100 miles on a given day.

This high daily use of the auto radio represents increased daily listening over pre-war years, when relatively few Kansas families had car radios, it is stated. This is unmeasured listening in most radio research, it is added, and represents "plus listening" over station ratings given in the 1950 Kansas study.

Five per cent of Kansas farmers use the radio in the barn while milking, it was found. Of these, a third of the women and half of the men believe radio is "a help" at milking time. A fourth of the women and a third of the men believe it results in an increased amount of milk.

Planned listening was studied carefully by Dr. Whan in the Kansas survey. It was found that fewer adults in 1950 actually plan their daytime work in order to hear a program than was the case in 1945, but more adults are able to plan their work to hear radio than was the case during 1945.

Planned Listening

About the same amount of planned listening takes place each weekday, with much less planning on Saturday and still less on Sunday. Farm women are more likely than urban women to plan their work in order to hear certain broadcasts, it was found. Women who have never attended high school are more likely than college trained women so to plan their daytime work.

The Kansas data show that both women and men were less likely in 1950 than in 1945 to "try to be home" to hear certain programs and that adults are more likely in 1950 than in 1945 to find it possible to stay home to listen to the radio. About the same proportion stay home to hear programs Monday, Tuesday and Wednesday, but fewer try to be home on the other evenings of the week. Friday and Saturday draw fewest.

SUPPORTS SUPER-BAB

Plans Endorsed by NAB District 17

THE NEW and much larger Broadcast Advertising Bureau projected by the NAB board at its special August meeting [BROADCASTING, Aug. 14] last week drew enthusiastic support from NAB District 17 members, opening the annual series of sessions at the Benjamin Franklin Hotel, Seattle.

Unanimous support also was given to the board's program for broadcast participation in the national defense program.

H. Quenton Cox, KGW Portland, long active in national and regional NAB affairs, was elected District 17 director to succeed Harry R. Spence, KXRO Aberdeen, Wash., who was ineligible to run again. Mr. Spence, winding up an 11-year board career, was presented with a wrist watch in appreciation of his services.

With one exception the Monday-Tuesday meeting was marked by peace and harmony as a group of NAB officials launched the 17-meeting schedule. NAB President Justin Miller had to cancel his appearance at the last minute because of defense activity in Washington. William B. Ryan, NAB general manager, also was unable to take part.

Swezey Reviews BAB

Robert D. Swezey, WDSU-TV New Orleans, presented the BAB project to the district at the Tuesday luncheon, appearing as chairman of the NAB board's BAB Committee. He gave up his vacation to attend several district meetings on behalf of BAB. Ralph W. Hardy, director of NAB's Government Relations Dept., described NAB's operations and plans for a membership drive. Lee Hart, BAB assistant director, conducted a sales clinic. Charles A. Batson, NAB TV Dept. director, conducted a television clinic. Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., discussed labor and station operation problems.

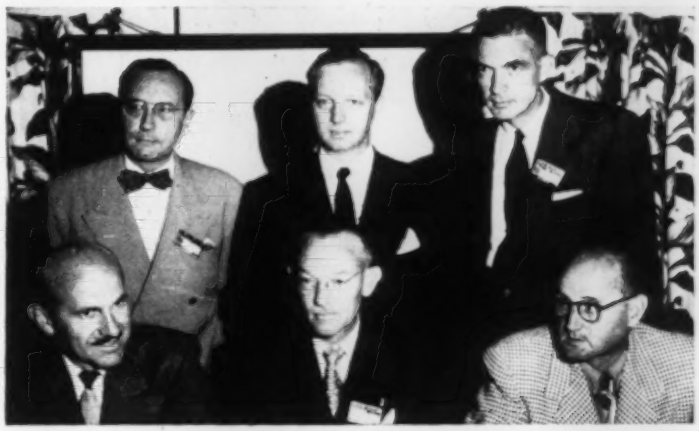
Resolutions adopted by District 17 were:

Endorsing the plan for a new super-BAB and commending it for favorable action by other broadcasters.

Endorsing an immediate NAB membership campaign.

Adopting "without reservation" the NAB board's resolution on radio's role in national defense.

Expressing appreciation for the services of Messrs. Spence, Swezey and Doherty, and the host Seattle broadcasters.



SPEAKERS and program leaders at opening of NAB District 17 meeting at Seattle (l to r): seated, H. Quenton Cox, KGW Portland; Harry R. Spence, KXRO Aberdeen, retiring district director; Lee W. Jacobs, KBKR Baker; standing, Richard P. Doherty and Ralph W. Hardy, NAB; J. Archie Morton, KJR Seattle, host committee chairman.

* * *

Arthur E. Gerbel, commercial manager of KJR Seattle, was chairman of the Resolutions Committee. Serving with him were Richard Brown, KPOJ Portland, and L. W. Trommlitz, KERG Eugene.

Sentiment of the delegates in favor of the new BAB was so strong following the presentation by Mr. Swezey that on motion of Rogan Jones, KPQ Wenatchee and KVOS Bellingham, the group unanimously endorsed the plan without waiting for the business session.

Haas Endorses

Before the vote, Saul Haas, president of KIRO Seattle, called the plan "a splendid step in the right direction," but indicated that until details are received he could not do more than endorse it in principle. Mr. Spence and Mr. Swezey explained this was all the board sought at this time.

Mr. Swezey prefaced his talk with the observation: "There are rumors that I am interested in a job with the new BAB. Just for the record, such is definitely not the case."

Later in his presentation, he read a telegram from NAB General Manager Ryan, announcing that Hugh M. P. Higgins, WMOA Marietta, Ohio, had been appointed BAB director (see story page 28). Mr. Higgins takes office Sept. 1, and Mr. Swezey described the appointment as an "interim" one, explaining that Mr. Higgins will fit into the new corporation as the new BAB board may decide.

'Timely' Proposal

Mr. Swezey called the proposal for a new and larger BAB "timely" and "big enough for us, but not too big." Tracing the thinking of the board in recent months, leading to the latest decision, he reported: "We felt we could get industry support for the big deal."

The BAB committee has agreed that the budget should be larger than in the past, and that membership should not be held down to the NAB membership, but rather should be open to all concerned with selling radio. He cited the difference between the broadcasting industry at the present time, characterized by what he called "intramural bickering," and the publishing industry, which is busy "selling newspapers."

The threat of television to radio, he declared, "isn't quite as big as we make it. We've been scared out of our wits, thrown off our balance, by television."

Noting that radio is now in the doldrums, Mr. Swezey urged radio men to "pull ourselves together and come out fighting." Right now, he declared, "radio is the soft underbelly of media." While the Assn. of National Advertisers' report is vulnerable, in his opinion, it is significant that ANA proceeded against radio initially.

"Why do they pick on us? Because we're not prepared to defend ourselves. What we've got to have is a big, man-sized corporation that's in there working every day—planning, selling, selling, selling radio."

Cites Big Job

In response to a question Mr. Swezey said that one of the biggest jobs of the proposed new corporation will be to do direct selling of radio to the home offices of major national companies.

The one dissident note of the sessions was sounded Monday afternoon by Rogan Jones who spoke from the floor following Mr. Doherty's presentation to declare that NAB "needs to be torn down and rebuilt." Charging that the association has lost its grass-roots support, he referred to the present NAB leaders as "cookie pushers" who are running "a political marching and chowder club instead of a sales organization." Mr. Jones also characterized BMI as "a colossal error."

An effective trade association needs a philosophy, Mr. Jones asserted, and NAB should be primarily interested in sales. "Let's liken it to the NRGDA rather than the British Embassy," he recommended. "Instead of a new brass-hat called a general manager we need a philosophy."

Rising in immediate response,

(Continued on page 40)

* * *

GROUP of delegates at NAB District 17 meeting (l to r): seated, Lou Gillette, KMCM McMinnville, Ore.; Dick Newman, RCA; Dick Brown, KPOJ Portland; Kay Cronin, CJOR Vancouver, B. C.; Harry Buckendahl, KOIN Portland; Dick Dunning, KHQ Spokane.

Standing: Harry R. Spence, KXRO Aberdeen; Lewis Teegarden, Standard Radio; Walt Davison, Lang-Worth; Ray Baker, KOMO Seattle; Jim Murphy, KIT Yakima; Birt F. Fisher, KXLE Ellensburg, Wash.; C. O. Chatterton, KWLK Longview, Wash.; John W. Kendall, Portland attorney; Chet Wheeler, KWIL Albany, Ore.; Ted Cooke, KOIN Portland; Jimmy Dunlevy, KYJC Medford, Ore.

RADIO'S DEFENSE ROLE

Officials Confer

ROLE of communications in the nation's home-front mobilization program was pursued anew in discussions among government agency officials last week. City and civil defense organizations turned their attention to formulating specific plans on local levels pending receipt of a more detailed NSRB blueprint next month.

In an effort to work out the specific role independent government agencies should take in the mobilization, President Truman last Wednesday conferred a half-hour with several commission chairmen. They included Wayne Coy, FCC Chairman; Oswald Ryan, acting chairman, Civil Aeronautics Board; Thomas Buchanan, acting chairman, Federal Power Commission; James M. Mead, Federal Trade Commission, and James Reynolds, acting secretary, Securities Exchange Commission.

The chairmen are to report back to the President within a week, with recommendations on their functions in case of emergency.

Meanwhile, the Senate prepared today to take up the Defense Production Bill, the partial economic mobilization measure which most observers regard as the key to future operating scope of the National Security Resources Board, which now advises the Chief Executive on communications and other phases.

New Developments

Out of the week's communications studies came these developments:

● Speculation was revived that the old Defense Communications Board may be re-created to coordinate frequency operations.

● A Defense Dept. official said the Air Force is progressing rapidly on a permanent radar control system to replace the present emergency network of "obsolete" equipment which technically may lend itself to conflict with television frequencies.

● NSRB and defense officials indicated a heavier emphasis on the need for data relating to stations possessing standby power sources—looking toward selection of key monitoring stations in the event of an all-out emergency.

Talk that the Defense Communications Board may be revived, if necessary, stemmed from FCC's participation Wednesday in the conference with President Truman. That agency became the War Communications Board late in 1941 following the advent of war with Japan.

There was no indication that such a board is an imminent possibility; but its creation probably would materialize in the event of full-scale war, some observers thought.

Need for supplemental power generators or standby power for key stations in each city was accented by both Leighton Peebles, NSRB communications chieftain, and Col. A. B. Pitts, Defense Dept. Air Force officer.

Facilities would be used in conjunction with contemplated "filter centers" located in cities which, from the standpoint of telephone service, are the best locations for prompt reception of calls from observation posts in the face of approaching air raids.

NAB staff officials conferred last week with Charles Jackson, assistant to John R. Steelman, of President Truman's office, on plans to publish regular defense bulletins for guidance of broadcasters in public service programming.

Mr. Jackson's office is to make available information which NAB will process in its bulletins to aid stations in the emergency.

It was understood NAB President Justin Miller and General Manager William B. Ryan had conferred on appointments to the Broadcasters Defense Council, an organization first suggested to NAB by the White House. The NAB board has approved appointment of the council, which would represent various industry elements.

The defense bulletin project probably would be coordinated with work of the Advertising Council. Two NAB board members—Edgar Kobak, WTWA Thomson, Ga., and Paul W. Morency, WTIC Hartford—are members of the Advertising Council board.

NAB board members have satisfied themselves, in conferences with government officials [BROADCASTING, Aug. 14], that television would not interfere with [illegible] operation unless obsolete [illegible] War II equipment, which operates on frequencies affected by TV, is used during an emergency.

The confusion was somewhat clarified last week by an Air Force official who said that the present emergency radar network would be utilized only until a permanent one is completed, and that it is possible that television has had some effect on current operation involving what may soon become obsolete material.

The new proposed network, which will cost the Air Force an estimated $50 million for facilities and sites alone and millions of dollars for the overall project, presumably will entail use of either VHF or UHF frequencies designed not to conflict with TV operation.

The present network, consisting of two defense rings, extends along the Canadian border and at least halfway down the Atlantic and Pacific Coasts, and also protects specific industrial cities in the Northeast, Central and Northwest.

Interference Scored

Question of interference also has been scored by Col. Pitts, who thought is possible that the Navy may have encountered instances where TV conflicted with its navigation aids and fire control.

He said it was common knowledge what frequences were used during World War II and felt that most of the equipment while partially in use now, would be considered outmoded in modern warfare save only for extreme emergency purposes.

With respect to the Air Force Aircraft Warning System, Col. Pitts felt that high-power AM stations would comprise the contemplated key warning networks "because of coverage," but added that FM facilities had not been ruled out as "possibilities." Television's line-of-sight transmission also was mentioned as a vital factor.

SUBURB GROWTH

Revealed in Latest Census Report

RAPID suburban expansion in the nation's 12 largest metropolitan centers, exceeding the growth of central city areas, is reflected in preliminary tabulations of the 1950 population count and the 1948 business census. This fact was revealed in a comparison of data on population growth and retail trade expansion made public Friday by Census Director Roy V. Peel.

Of the total population gain the last decade of 6,524,834 in the nation's 12 largest metropolitan areas, 28% or 1,834,997 took place in the dozen largest central cities and 72% (4,689,837) in their suburban metropolitan areas.

Combined 1950 population of those cities—New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis, Cleveland, Washington and Baltimore — is 23,039,449 or 55% of the 12 metropolitan areas.

The total for the remainder of the suburban areas outside these 12 cities was 45%, or 18,937,744, of the whole area. In 1940 the ratio was roughly 60%-40%.

Preliminary census figures also showed that of the nation's 1948 retail sales volume of $130.5 billion, 32% or $41.9 billion was handled by stores in the 12 top metropolitan areas. Using the same cities, the 12 accounted for 64% of their metropolitan area, while stores in suburban centers handled 36%. The ratio in 1939 was 67% to 33%.

* * *

POPULATION AND RETAIL SALES GAINS

Metropolitan Area	Population 1950 Preliminary Number	Population 1940 Census Number	Retail Sales (add 000) 1948 Preliminary Dollars	Retail Sales (add 000) 1939 Census Dollars
New Jersey Area	12,838,143	11,660,839	12,618,982	4,875,169
New Jersey Area	12,838,143	11,660,839	12,618,982	44,875,169
New York City	7,841,610	7,454,995	8,000,012	3,192,594
Remainder of Area	4,996,533	4,205,844	4,618,970	1,682,575
Chicago Area	5,494,129	4,825,527	5,970,537	1,996,204
Chicago City	3,631,835	3,396,808	4,336,330	1,514,829
Remainder of Area	1,862,294	1,428,719	1,634,207	481,375
Los Angeles Area	4,330,962	2,916,403	4,689,586	1,364,609
Los Angeles City	1,954,036	1,504,277	2,340,388	782,842
Remainder of Area	2,376,926	1,412,126	2,349,198	581,767
Philadelphia Area	3,651,730	3,199,637	3,335,541	1,156,425
Philadelphia City	2,057,210	1,931,334	2,108,988	766,622
Remainder of Area	1,594,520	1,268,303	1,226,553	389,803
Detroit Area	2,997,417	2,377,329	3,002,039	904,391
Detroit City	1,837,617	1,623,452	2,074,923	665,565
Remainder of Area	1,159,800	753,877	927,116	238,826
Boston Area	2,353,368	2,177,621	2,217,037	941,269
Boston City	788,552	770,816	1,078,972	490,396
Remainder of Area	1,564,816	1,406,805	1,138,065	450,873
San Francisco Area	2,213,484	1,461,804	2,361,192	749,436
San Francisco City	760,381	634,536	1,576,748	564,419
Remainder of Area	1,453,103	827,268	784,444	185,017
Pittsburgh Area	2,192,870	2,082,556	1,967,604	697,016
Pittsburgh City	673,700	671,659	871,194	337,312
Remainder of Area	1,519,170	1,410,897	1,096,410	359,704
St. Louis Area	1,674,428	1,432,088	1,556,067	515,733
St. Louis City	852,523	816,048	978,298	353,860
Remainder of Area	821,905	616,040	577,769	161,873
Cleveland Area	1,457,559	1,267,270	1,520,224	524,073
Cleveland City	909,546	878,336	1,175,139	420,426
Remainder of Area	548,013	388,934	345,085	103,647
Washington Area	1,452,349	967,985	1,480,835	482,503
Washington (D. C.)	792,234	663,091	1,107,732	402,768
Remainder of Area	660,115	304,894	373,103	79,735
Baltimore Area	1,320,754	1,083,300	1,225,746	422,500
Baltimore City	940,205	859,100	1,051,564	380,103
Remainder of Area	380,549	224,200	174,182	42,397

STEFFNER RESIGNS

To Form Firm With Oxarart

WAYNE R. STEFFNER, sales manager of KNX Hollywood and Columbia Pacific Network, resigns effective Sept. 1. He will join Frank Oxarart who leaves Hunt Foods, Los Angeles, as advertising manager on that date to form Oxarart-Steffner Productions Inc. New firm will create and package radio and television shows.

Robert C. Smith

ROBERT CLANDISH SMITH, 67, dean of the Canadian advertising fraternity and head of R. C. Smith & Son, Toronto advertising agency, died at Toronto Aug. 14 after a long illness. He is survived by his widow, two daughters and two sons, one of whom, Adam, carries on the agency.

McFARLAND BILL

House Action Uncertain

PROSPECTS of early House action on the Senate-passed McFarland Bill (S 1973) appeared uncertain last week, though Chairman Dwight L. Rogers (D-Fla.) of the House Commerce Committee's radio subcommittee said his group hopes to begin consideration of the measure this week.

Rep. Rogers saw "a possibility" that work on the bill may be completed in time to report it to the House by early September, current target date for House recess. Otherwise, he conceded, there could be no hope for action unless the House should decide to take up business at some time during the "recess."

Observers believed, however, that Sen. E. W. McFarland (D-Ariz.), sponsor of the bill, would re-introduce it in the next session if it should be allowed to die in this one. The bill, realigning FCC procedures, has already been passed twice by the Senate. Its House backers reportedly include the leadership—another factor which might expedite action at the current session.

The House committee staff meanwhile was at work attempting to reconcile differences between the bill and the views expressed by its opponents—primarily the FCC.

Amendments Needed

Sen. McFarland in a letter released by Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, asserted belief that amendments to the 1934 Communications Act are "long overdue, and that some of them are particularly essential now in the face of our defense effort."

He told Rep. Crosser he did not feel the bill should be regarded as "particularly personal to me." Its provisions "almost without exception, are the end product of some 10 years of hearings and studies conducted by both your own House Committee and our committee," he said.

"I hope and I know that your able committee will give the matter the careful and speedy consideration it deserves and will come out with the right answer," Sen. McFarland observed. His letter was sent when other developments made it impossible to accept Rep. Crosser's invitation to appear personally before the committee.

House Hearings Complete

The House hearings—held before the full committee but with Rep. Rogers designated by Chairman Crosser to preside—were completed Monday after two sessions the previous week [BROADCASTING, Aug. 14]. Virtually all of the sessions were devoted to testimony by FCC Chairman Wayne Coy detailing the Commission's objections to most of the basic provisions of the measure.

In addition to Chairman Coy's testimony, however, the committee heard or received written statements from the following in addition to statements filed the preceding week:

● NBC and CBS approved the measure, reiterating the endorsements they gave during Senate committee hearings in 1949 [BROADCASTING, June 20, 1949].

● Gordon P. Brown, owner of WSAY Rochester and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the pending Sheppard Bill (HR 7310), which would license networks. He particularly urged that stations be allowed to negotiate with advertisers for permission to rebroadcast their network programs—another feature of the Sheppard Bill.

Justice Objects

● The Justice Dept. repeated its opposition, also expressed during the Senate hearings, to sections of the McFarland Bill which it felt would remove existing deterrents to "monopolistic" activities and tendencies.

● On behalf of the Federal Communications Bar Assn., Washington Attorney Arthur W. Scharfeld renewed its prior support of the bill, particularly its provision limiting the right of Commissioners to consult with staff members about contested cases except in "open court."

● Former FCBA President Guilford Jameson, who presented FCBA's views in the Senate hearings, said his 1949 suggestions had been adopted by the Senate and accepted by FCC, and that he could "go along with FCC" on deletion of portions of the bill banning review of examiners' intermediate reports by anyone except Commissioners and their legal assistants. He suggested, however, that his original language be employed to insure that the examiners make their initial decisions independently.

FCC Chairman Coy, under further questioning at Monday's wind-up session, meanwhile told the committee that FCC is not concerned with a station's commercial-sustaining ratio, so long as the station serves the needs of its community.

He said a station's programming might be 90% or 95% commercial, for example, and still serve community needs "quite well," while another might be only 30% commercial and do a "lousy" job. In fact, he added, a station whose programming is only 30% commercial creates concern for its ability to finance adequate community service.

Attitude Appreciated

Committeeman Harris Ellsworth (R-Ore.), part owner of KRNR Roseburg, Ore., said he had been "disturbed" by a feeling that FCC regarded sustainers as always "right and pure," and that he was glad to see the chairman had the "proper" attitude.

Rep. Ellsworth questioned the philosophy of government which calls for a commission to decide what is in the public interest for any given community.

Chairman Coy replied that the Communications Act makes FCC responsible for regulating the field in the public interest, and that the final judgment must be made by the Commission.

Cites News Need

He said FCC has found that some stations devote no time to news or to discussion of controversial issues, both of which he considered essential elements of one of the "fundamentals" of public service—"that the people be informed."

He told the committee that personally he thought it might be a good idea for FCC to require each applicant to list the 10 principal public issues which he considered most likely to arise in his community in the ensuing three years, and to report what his station planned to do about them.

Referring to the McFarland Bill's limitations on Commissioners' consultations with the staff about contested cases—which was a major target of Chairman Coy's attack—Rep. John W. Heselton (R-Mass.) asked for examples of cases in which review staff recommendations had been over-ruled.

Chairman Coy told him the percentage of such cases was not high but included "some important cases"; that it was hard to find unanimity even among the staff members, and that to supply "examples" would be difficult because the staff recommendations generally are made in the course of oral discussions rather than in writing.

CBS's endorsement of the McFarland Bill was extended in a letter by Executive Vice President Joseph H. Ream, who also submitted copies of the statement filed by Columbia during the Senate hearings.

Notes Major Changes

Mr. Ream emphasized "two changes of importance" which the bill would make aside from "providing for administrative improvements." First, he noted, it would "substantially remove the double jeopardy in which broadcasters find themselves with respect to the anti-trust laws," while leaving the courts with the right to revoke licenses for anti-trust violations. Second, he said, its provision for cease-and-desist procedures "will accomplish complete compliance with the law and regulations without the extreme penalty of loss of license in the first instance."

NBC's approval of the measure was expressed by President Joseph H. McConnell in a letter which called attention to NBC's statement to the Senate committee "com-

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ELECTRONIC NEEDS

Weighed at Pentagon Meet

INDUSTRY's capability of meeting present electronics requirements and the need for balancing and coordinating total military and civilian needs were weighed at a meeting of the Electronics Equipment Industry Advisory Committee and key government procurement officials last Monday at the Pentagon.

The committee, headed by Fred Lack, Western Electric Co. vice president, convened in an all-day session with officials of the Munitions Board, National Security Resources Board, Joint Chiefs of Staff, Dept. of Commerce, Budget Bureau and the three military services.

Highlights of the conference, third to be called involving participation of the industry representatives, most of whom are members of Radio-Television Mfrs. Assn., were discussions on these subjects:

● Electronics requirements for critical components and products mix of the combined military departments.

● Electronics' industrial capacity to meet present requirements; its possible potential capacity; action needed to gear production with present requirements; and summary of critical deficiencies.

Plan 'Task Groups'

● Plans to set up subcommittees and "task groups" as may be necessary to "solve some of the major problems and the most urgent ones."

● Ratio of military to civilian requirements and means of effecting a balance and coordination among them.

The meet concluded with a general discussion of ideas and reactions to the government planning program.

Industry representatives were thought to have come away from the meeting with the understanding that radio and television manufacturers would not be required to divert more than the previously estimated 20% or 25% of current civilian output to military channels.

Marvin Hobbs, chief, Munitions Board Electronics Division, led the discussion on electronics requirements for critical components, which included background on prefabricated parts and their importance in defense materiel.

The balance between civilian and defense output was covered by Leighton Peebles, communications specialist of the National Security Resources Board.

The advisory group was understood to have assured procurement

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RICHARDS CASE

FCC May Wind Up Aug. 31

NEARING the end of the ninth week of FCC's hearing on the news policies of G. A. (Dick) Richards, FCC General Counsel Benedict P. Cottone last Thursday set Aug. 31 as target date for completion of the Commission staff's presentation.

Examiner James D. Cunningham said he planned to authorize only one day's recess between completion of the FCC case and commencement of the case for Mr. Richards, unless there is a special showing that more time is needed. Mr. Cottone noted that completion of the FCC presentation on Aug. 31 would give counsel for Mr. Richards, chief owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland, the long Labor Day weekend to get ready to proceed on Sept. 5.

Examiner Cunningham also disclosed he would rule Wednesday morning (Aug. 23) on whether to enforce a subpena to require Mr. Richards to testify. If the owner is required to appear, he said, "I will want him to appear on Wednesday afternoon."

This announcement followed disclosure by counsel for Mr. Richards that Dr. H. B. Steinbach, Detroit specialist, and also other medical experts will testify Tuesday on the status of Mr. Richards' health. Earlier testimony for the station owner indicated the strain of testifying might cost him his life, due to a heart condition, but Examiner Cunningham expressed doubts after hearing testimony of an expert presented by FCC counsel.

Other Witnesses

Mr. Cottone said his remaining witnesses include Frank Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards stations; Oren Mattison, KMPC auditor; and John Baird, station program supervisor.

Meanwhile, background of KMPC operations was the focal point of most of FCC's interrogations during last week's sessions of the hearing, being held in Los Angeles.

Mr. Richards is accused of having ordered KMPC staffmen to slant news according to his own personal views, particularly against members of the late President Roosevelt's family and administration, and against certain minority groups.

Rowena Geraghty, secretary to KMPC Vice President and General Manager Robert O. Reynolds, told FCC General Counsel Benedict P. Cottone that "there must have been many times" when Mr. Richards gave her messages for Mr. Reynolds with respect to things to be done on newscasts.

Miss Geraghty testified that she and John Baird, now program supervisor of KMPC, prior to March 18, 1948, spent the evenings of several weeks putting newsscripts into chronological order to facilitate future handling. She said, however, that they neither checked the content of the newscasts nor took excerpts for Mr. Reynolds' information.

She testified that she prepared a list of missing scripts for Mr. Reynolds, dated March 18, 1948, which Mr. Cottone claimed did not agree with a list prepared by E. Z. Dimitman in his report on the station's newscasts.

Under cross-examination by Joseph Burns, associated with Hugh Fulton as trial counsel for Mr. Richards, Miss Geraghty asserted that after FCC investigators examined scripts and other documents in the station's file room, "it looked like a mild cyclone had hit it," with drawers ajar and "news scripts dripping out of the edges of them and other files."

In an attempt to show the whereabouts of Mr. Richards during certain of Mr. Roberts' commentaries or at times when other newsmen "ignored" the owner's alleged instructions, Mr. Cottone offered a list of dates purporting to show times when Mr. Richards was in Los Angeles and times when he was away. Counsel for the owner reserved decision as to whether they would accept the dates offered by Mr. Cottone.

General Manager Reynolds appeared briefly at the Tuesday session with the "missing" original statement written by Eddie Lyon, former KMPC newscaster-news editor, relating to an affidavit he made to FCC investigators. A continued search for the document had been requested when Mr. Reynolds appeared under subpena Aug. 8 and testified he had been unable to locate it [BROADCASTING, Aug. 14].

Under re-direct examination Wednesday, Mr. Reynolds said KMPC's *Report from Congress* series in 1947 was not controversial even though almost all speakers were Republicans. The program idea, he said, grew out of discussion or correspondence between Ed Ingle of the Republican National Committee and Mr. Richards.

Mr. Cottone offered an original letter dated May 18, 1944, sent to Mr. Reynolds over the alleged signature of Mr. Richards, which noted the approaching elections and called for the exercise of care to observe FCC rules on controversial issues. Attached was a copy of FCC rules and regulations. Notations indicated the document had been circulated among KMPC department heads.

Refuses to Accept

The FCC general counsel refused to accept Mr. Reynolds' testimony that the signature was that of Mr. Richards. Mr. Burns objected to Mr. Cottone's efforts to have the witness compare the signature with other handwriting of Mr. Richards, and, when Examiner James D. Cunningham upheld the objections, Mr. Cottone said he would not offer the letter in evidence.

Mr. Cottone went into detail about KMPC participation in Brotherhood Week. He claimed the station made a great deal of show about time devoted to Jewish causes and organizations promoting tolerance, but that "prior to the Commission order of investigation, there was not this great concern on behalf of these causes."

Earlier, during the final day of his cross-examination (Monday), Mr. Roberts conceded that he could not recall any KMPC broadcast that was "false *per se*," but told Mr. Fulton that "if you mean [anything] contrary to the true picture —yes."

He cited a broadcast by Actor Adolphe Menjou opposing David Lilienthal's appointment to the Atomic Energy Commission as "an example of stacking facts on one side and elimination of facts on the other side that produces results contrary to the true picture."

Mr. Reynolds' questioning was interrupted Thursday for testimony of Charles Teas, commercial manager of KOB Albuquerque, who said that when employed as a KMPC newscaster in 1945-47 he received "numerous phone calls" from Mr. Richards on how he "wanted various news stories handled."

Mr. Teas said he read newspaper editorials on newscasts without labelling them as such.

When he complained to station executives about Mr. Richards' instructions, Mr. Teas said, he was sometimes told to "ignore" them except when Mr. Richards was particularly insistent. He said Mr. Reynolds always told him to present well-balanced newscasts.

"I sincerely felt I would be fired if I didn't carry out Mr. Richards' orders," he told Defense Attorney Burns during cross-examination. He said he eventually was, but didn't know whether it was by order of Mr. Reynolds or Mr. Richards.

Mr. Teas said he could not remember broadcasting anything "false or deceptive," but that he considered some of the broadcasts misleading.

SECURITY

Information Curbs Are Studied

SECURITY curbs on release of information from the Far Eastern Command—and on radio and press reports on the home front—elicited attention of top-level officials of radio, Defense Dept. and National Security Resources Board last week amid fresh demands that the military impose all-out censorship in the Korean war zone.

The controversial issue also was being studied by President Truman and his closest advisors, particularly with respect to military curbs in the Tokyo and Korean zones.

There were strong indications, however, that neither the Chief Executive nor NSRB, which serves as a consulting body to the President, would press for home-front censorship controls at this time. It also was believed that Gen. Douglas MacArthur would not impose full-scale censorship within his command.

Board spokesmen said last Thursday that the agency has no "censorship plan" under study for the present, and pointed out that the President already had indicated information curbs were not necessary in the present situation by omission of any such request in the Defense Production Bill now before Congress. Instead, study of censorship will be pursued on a voluntary basis pending a severe deterioration of international relations.

Tuesday Session

The matter was taken up in that light last Tuesday at a luncheon meeting called by NSRB Chairman W. Stuart Symington and attended by members of NAB and the American Society of Newspaper Editors. The off-the-record session, described as exploratory and informal, was devoted almost wholly to censorship problems.

NAB President Justin Miller, armed with authority from the NAB board, has promised to draft an outline of the radio industry's position on censorship which he will submit to Mr. Symington. The ASNE committee is prepared to do likewise, though it had no direct authorization Tuesday to act for the society.

Judge Miller will go on record in his letter to Mr. Symington, as favoring voluntary industry cooperation in censorship—on the same basis as during World War II.

Representing NAB at Tuesday's luncheon session were:

Judge Miller; Robert K. Richards, NAB public affairs director; J. Harold Ryan, vice president of Fort Industry stations and wartime radio censor; and Edgar Kobak, radio consultant and owner WTWA Thomson, Ga. Ted Koop, CBS Washington news chief, also was present. Attending for ASNE were Jack Lockhart, Scripps-Howard newspaper executive; B. M. McKelway, Washington Evening Star (WMAL-AM-FM-TV); J. Russell Wiggin, Washington Post (WTOP-AM-FM-TV); Walter Lippmann, columnist; and Virginius Dabney, Richmond News-Leader (WRNL-AM-FM).

San Francisco

(Continued from page 26)

vertisers who have never used radio before are making inquiries. These are good signs and there is every indication that KNBC will set a new record high in sales during 1950."

At midyear California civilian employment was the highest ever recorded and the Korean war has since brought a resurgence of activity in the Bay Area's many military and port facilities.

Retail business continues to boom with an increase in dollar volume of sales of 230% in the past 10 years. Bay Area stores do an average annual business of $97,476, compared to the national average $73,745.

Arthur Hull Hayes, CBS vice president and general manager of KCBS, was cautious in predictions of what effect the Korean fighting is likely to have on business. But he was not hesitant in saying that business prospects for his station "look extremely good."

"Our business has been excellent and has increased steadily since we came into the market," he said. He believes that KCBS' new programming policies have helped bring new business to the station and that the station's impending power increase to 50 kw will keep the flow of new business incoming.

Gayle Grubb, general manager of KGO-AM-TV, said he is looking forward to a "banner year" in both radio and TV and expressed no fear that his TV operations, or any TV operations, would seriously cut into his radio billings.

"Although many have expressed doubts about the future of radio," he said, "it is our contention and attitude that AM radio has carved a permanent niche in the habits of the American family."

Lasky Echoes Sentiments

Another AM-TV general manager, Philip G. Lasky, head of KSFO and KPIX (TV), expressed similar confidence for AM radio. Though his enthusiasm for TV prospects in the coming year seemed the greatest, he said:

"AM advertising this year far exceeded last year. And judging from commitments already in, 1950 will end up the biggest of the last 10 years. There is no indication of advertisers letting up in radio advertising."

Sales Manager Merwyn McCabe, speaking for KFRC, said business at his station this fall was about the same, possibly slightly higher, than last fall's peak season. He believed next year will see no decrease in the current high level of business.

Of the possible effects of war on radio advertising, he said: "If the Korean war expands there probably will be an increase, not a decrease in advertising."

Other representatives of the industry also expressed belief that advertisers who curtailed budgets when supply ran short in the last war found at war's end they had suffered in prestige and popularity as a result and are not likely to make the same mistake in case of another war.

Stanley Breyer, commercial manager of KJBS, expressing the views of several independent stations in the Bay Area, said all indications point to a "very satisfactory" fall and winter.

"It is obvious, of course," Mr. Breyer said, "that national and international conditions can drastically upset the best of plans. But business for the independents is good now and most stations feel it will continue so." He also predicts continued advertising by firms even if supply or production is curtailed.

Gil Paltridge, manager of KYA, while expressing confidence in future business conditions, said there was a certain indecision and confusion among local advertisers immediately after war broke out.

This hesitation, he said, was not noticeable among advertisers handled by agencies but only among the smaller local advertisers who place their business direct.

"But in the last week or 10 days, the indecision has virtually vanished and things are looking up again," he said. "Advertisers became more optimistic as they realized the area's buying power will continue to increase and immediate shortages, at least are not likely in most lines."

Radio-TV High

Llew Jones, media director for Foote, Cone & Belding, said his agency plans to buy more radio and TV time for its accounts during 1950-51 than at any time in the past. As an example he cited S&W Coffee, a non-user for more than two years, which recently signed 52-week contracts for both media.

Alden Nye, of McCann-Erickson, said that while there is a definite trend to TV, the big advertisers haven't forgotten radio, the AM medium still is very important to them and is likely to continue so for some time.

Gore, Diamond & Ewing, one of the smaller and newer Bay Area agencies active in radio and one dealing heavily in local accounts, reported no apparent indication on the part of local advertisers to cut down on radio advertising.

Don Stahley, head of the San Francisco office for Katz Agency, representative, said radio budgets so far haven't been hurt by TV and the outlook for fall and winter is "good, normal, healthy."

W. S. Grant, head of the agency bearing his name, said activity in secondary markets continues good and strong and he feels very optimistic for 1951.

There is some lessening of activity in the appliance field, he said, but other fields are increasing. Beer and bread accounts, which are very important to secondary markets, have increased radio usage a great deal due to the competitive situation. He believed a war would bring cuts in both these lines as the budgets would be devoted more completely to protect their major markets.

Mr. Borroff Mr. Swartley Mr. Young Mr. Conley

* * *

NAME BORROFF

Westinghouse Stations Sales Head

EDWARD R. BORROFF, radio veteran of more than a quarter-century, has been named general sales manager of the Westinghouse Radio Stations, according to Walter E. Benoit, WRS vice president.

Mr Borroff is located in Philadelphia until Westinghouse has completed the projected move of its headquarters offices to Washington. He is in charge of both radio and television sales at WRS stations, taking over duties formerly handled by the late B. A. McDonald.

In joining the WRS six-city group Mr. Borroff brings extensive sales experience that has ranged from high station and network executive responsibility to experience in the national representation field. Some two decades ago he had sales and programming posts at the old KYW Chicago before the station was moved to Philadelphia.

After service at WENR Chicago he moved into the NBC Central Division office and eventually became sales manager in that region for the Blue Network, now ABC. Later he was promoted to vice presidency of the ABC Central Division, a position he held several years.

Two years ago Mr. Borroff resigned from ABC to join O. L. (Ted) Taylor in the station representation firm of Taylor-Borroff. Last January he sold his interest in the firm to Mr. Taylor and resigned as president, moving to KPHO-TV Phoenix, of which he is part owner. He had become interested in the KPHO property several years ago while lining up the station for the Blue Network. Last March he sold his interest in KPHO to the other owners.

The Westinghouse radio and television plans include assignment of J. B. (Steve) Conley, formerly WRS general manager, to KEX-AM-FM Portland, Ore. W. C. Swartley continues as station manager at WBZ-WBZA Boston-Springfield and WBZ-TV Boston, with C. S. Young, former manager of WBZ-WBZA who has been heading the Portland operation since 1945, returning to Boston where he again will be associated with the WRS stations in that city.

Red Grange Signs

RED GRANGE, radio and TV sportscaster and former U. of Illinois all-America football star, has been signed to a five-year record contract by Green Assoc., Chicago. He will appear in the transcribed *Red Grange Show*, to be written by Bill Ray and produced by Lew Green.

KINTNER SALARY

Receives $25,000 Raise

A FIVE-YEAR contract increasing the salary of Robert E. Kintner, president of ABC, to $75,000 per annum effective Sept. 1, was signed last July 10, BROADCASTING learned last week.

Should the corporation's consolidated income, before taxes, exceed $1 million, Mr. Kintner is to receive additionally $5,000 for each $250,000 of such excess income, up to a $100,000 annual maximum.

Mr. Kintner's salary under the old contract dated Dec. 6, 1948, of $50,000 is to continue until Sept. 1. The new contract expires Aug. 31, 1955.

The contract provides for Mr. Kintner's services exclusively with ABC and/or other corporations in which ABC has, or acquires, an interest.

KRAFT FOODS

Buys Two NBC Shows

KRAFT FOODS Co. has bought sponsorship of *The Great Gildersleeve*, Wednesday, 8:30-9 p.m., and *The Falcon*, Sunday, 4-4:30 p.m., both on NBC.

Kraft sponsorship of *Gildersleeve* begins Sept. 6 and of *The Falcon* on Sept. 3. Agency is J. Walter Thompson Co., New York.

ABC INCOME

Nets $180,000 After Taxes

ABC last week reported net income after federal income taxes of $180,000 in the first half of 1950. The network suffered a net loss of $46,141 in same half last year.

The net for the January-June period of 1950 was equal to 11¢ a share on the 1,689,017 shares of common stock outstanding.

Fall Business

(Continued from page 24)

strongest television areas some aggressive radio stations are known to be enjoying increased billings.

A reason which many gave for the promising spot advertising future was that all business in general was good. Americans were producing more, buying more than they ever had before.

Business was good, but it was also competitive and hence was spending more money for advertising, they pointed out.

Typical predictions for fall business by industry leaders are the following:

Rod Erickson, manager of radio and television department, Young & Rubicam, New York: "Because of the uncertain international situation our radio prospects are stronger than they normally might have been—particularly there is more interest in news shows. Also certain decisions to substitute television for radio may be indefinitely deferred."

Adrian Samish, vice president in charge of radio and television, Dancer-Fitzgerald-Sample, New York: "Television will be the greatest medium for advertising that the world has ever seen. We plan to have six major television shows on the networks during the coming season. Radio is *status quo* at our shop. At present none of our radio programs are affected by television nor do we believe that they will be."

Al Scalpone, vice president and director of radio programs, McCann-Erickson: "Radio is far from dead. We plan to continue to remind and convince our clients that it is still the greatest low cost mass medium."

Harry B. Cohen, president, Hary B. Cohen Agency, New York: "Our clients' business is good. Budgets are being increased. All our products are buying more radio this year and also adding television."

Reggie Schuebel, radio director, Duane Jones Co., New York: "Fall plans at our agency in radio are exactly the same as they were last year. Our radio billing is *status quo*."

Jack Wyatt, director of television, radio and motion pictures, Grey Adv., New York: "Recent radio research tells us that the Korean war has given radio a second chance. In the largest metropolitan markets radio research recently showed substantial losses in listenership as a result of television viewing. Present indications are that radio will remain a powerful instrument for some time to come. Those clients of Grey who used radio last year will continue to do so until such time as studies indicate radio's coverage no longer economic and as long as it remains a better buy than another medium for the advertiser's specific selling problems."

Walter Craig, vice president in charge of radio and television for Benton & Bowles, New York: "Our radio outlook is just as strong as last year's and not at the expense of television. As for TV, it has tripled in billings this year."

Dave Lyon, vice president in charge of radio and television, Cecil & Presbrey, New York: "The advertising pattern seems to be shaping up thusly, nighttime television and daytime radio. Naturally everyone is concerned about possible curtailment in set production. However, if it does not occur, then television will zoom as an advertising and selling medium.

"The unavailability of television network time poses a serious problem to advertisers who are not yet in.

"As soon as practical the tele-

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ROBERT E. KINTNER ABC PRESIDENT

"CURRENT affairs sharply focus attention on radio broadcasting and its importance to Americans. The war in Korea, the deliberations of the United Nations, the actions of the Congress and their impact upon American industry and manpower all have tended to increase radio listening and to intensify radio's role as the foremost medium for reaching people by the millions.

Mr. Kintner

"Recent surveys show that radio listening since the start of the Korean crisis has registered an increase of approximately 15%.

"Ratings of news and commentary programs have increased sharply as world tension has mounted The increased listenership thus engendered brings a concomitant advantage to all radio programs as more people keep their sets tuned not only to the news but also for those in adjacent time periods.

"It is clear as we go into the fall and winter seasons that radio is the most important source of information to most Americans in these anxious times. We mean to meet the great obligation which this situation thrusts upon us."

FRANK STANTON CBS PRESIDENT

"AM BUSINESS on CBS this fall is healthier than it ever has been. To begin with, let's take a look at our audience:

"The new season finds CBS with more total circulation, more total transmitting power, more programs in the top 20 nighttime, and the top 15 daytime, than any other network. The array of talent and programs on which such achievement rests continues unsurpassed. CBS believes there can be no saturation point in the building of outstanding new programs (and in the addition of established ones) for its roster. The fall line-up, for example, will see such additions as *Truth or Consequences*, Frank Sinatra, Hopalong Cassidy, Hal Peary and Morton Downey, as well as inclusion of a number of brightly promising house-built packages.

Dr. Stanton

"Now as to billings: CBS enters the season as the only network whose radio billings during the current year have shown gains, and substantial ones. For the first six months of 1950, CBS' gross time sales are 7.5% greater than the comparable 1949 period, and the sales picture for the fall is hardly conducive to a state of mourning at 485 Madison Ave.

"Daytime network availabilities are completely booked, Monday through Friday, from 10 a.m. to 4:30 p.m. On Saturdays all the daytime periods from 10 a.m. to 2:30 p.m. are committed. Three nights a week this fall, Sundays, Mondays and Thursdays, CBS radio will have no availabilities whatever. The other four nights contain a total of only five hours of available time. Most of these are being spoken for at this writing.

"Is all this an accident, or 'the breaks of the game?' Not likely, especially in view or recent Nielsen data showing that all daytime and nighttime radio listening this year is ahead of 1949's. And the sharp upswing of interest in news broadcasts during the past weeks has strengthened this trend.

"CBS finds its fall outlook especially gratifying because it could not have been realized without the company's continued steadfast faith in the future of AM broadcasting."

FRANK WHITE MBS PRESIDENT

"WE find that this fall is different from any other fall in the history of network broadcasting—because of something very basic.

"Let's face it. The romance (by which some may mean prestige) is out of AM radio. There is a new attraction across the street called TV.

"Where does this leave AM and Mutual as the one network concentrating its efforts on AM?

"Not too badly off, thank you. Business signed already equals last fall in commercial hours—and the average hookups are 10% larger. And cooperative program business at Mutual is at a new high, with over 4,500 current clients.

"Here's why. Network radio is now being used for the most fundamental reason of all: Straight merchandising, straight selling. And for a long time now, we've been building just the sort of 'different' network which these times seem to call for.

Mr. White

"Today's radio advertisers are looking for two things. First, they insist that each dollar in time and talent deliver maximum audience. An second, these advertisers demand the kind of radio buy that will give them dominance in non-TV areas.

"Add to this the present upsurge in listening to—and sponsorship of —Mutual news and sports programs and you'll understand why we (and our clients) are particularly glad 'the difference is Mutual'."

JOSEPH H. McCONNELL NBC PRESIDENT

"NETWORK Radio's unmatched ability to reach the greatest number of people at the lowest possible cost assures us another successful business season this fall. The steadily increasing competition of the forthcoming business period points up more than ever network radio's economy and effectiveness in moving goods and products into the hands of consumers.

Mr. McConnell

"Successful advertisers will again this fall, as in the past, continue to recognize the unsurpassed advantages offered by radio. The tremendous population growth of recent years as well as the substantial rise in living standards offer advertisers a bigger, richer and broader market. Network radio today is still the only advertising medium as big and far-flung as the nation itself and hence the only truly basic national advertising medium.

"The number of radio homes available for an evening radio program in the 1950-51 season will be in excess of 35 Million. Radio's coverage will blanket 95% of the nation and penetrate every market. The wide variety of new and exciting programs planned for the fall and the return of the old favorites will again be translated into radio listening in fabulous numbers.

"Our business picture for the fall at NBC is extremely bright. In the daytime virtually all available network time has been sold. The nighttime situation continues strong and we are confident that we will equal or excel our record of last year when we had less open time by far than any other network.

"Indications are also that we will have a tight if not completely sold out position on Sunday afternoons. The large number of NBC package programs which we have sold to our advertisers will give our fall program schedule new strength and stability."

WCBM now offers the best daytime coverage of America's sixth market with 10,000 watts of power at 680 kilocycles.

WCBM

represented nationally by:

Weed and company

WCBM

Baltimore, Maryland
10,000 watts (day)
5,000 watts (night)
680 kilocycles
Mutual Network

New York • Chicago • Boston • Detroit • Atlanta • San Francisco • Hollywood

New Yorkers View Fall Business . . .

Mr. Titterton Mr. Erickson Mr. Scalpone Mr. Lyon Mr. Keesely

Fall Business

(Continued from page 34)

vision freeze should be lifted. Meantime, if nightime radio dies, one of the factors contributing to its death will be the drying up of creative thinking in radio. There's a normal obsolescence in radio program ideas. There hasn't been a new 'block buster' program idea since *Stop the Music*. Where are all the bright young boys who used to develop and submit new program ideas? If something is not done more creatively in radio, sets in use are bound to go down and nightime radio will slide into an unimportant advertising medium."

Nick Keesley, vice president in charge of radio and television, Lennen & Mitchell, New York: "From where I sit, it looks as though both radio and television can come in for a record breaking share of the advertising dollar for 1951. In radio Lennen & Mitchell will continue to be very active in both network and spot business and each is qualified to do an effective job for advertising.

"In television, here too both network shows and extensive spot campaigns will be brought into full play by our clients making the coming year the biggest yet."

Lewis H. Titterton, vice president, radio and television production, Compton Advertising Inc., New York: "Radio remains a very valuable medium for those of our clients who are using it. The Lowell Thomas program, as well as the six daytime serials of Procter & Gamble, produced for them by Compton, will all be aired in 1950-51. Our old friend Ralph Edwards and the *Truth or Consequences* show will continue to be heard by radio but under new sponsorship."

McFarland Bill

(Continued from page 31)

pletely" endorsing the administrative and appellate provisions but taking no position on sections dealing with FCC's internal organization, which "are matters with which the Congress and the Commission can best deal."

Mr. Brown, reiterating his plea for more stringent network controls, told the committee that portions of the hearing seemed to "make a molehill out of a mountain" and that what specifically is needed is a guarantee that stations can negotiate with advertisers for the rebroadcast of their network programs. Sponsors are willing to do so but are prevented by the networks, he asserted.

He said WOPT-AM-FM Oswego, N. Y., announced over the weekend that they were going off the air. The reason, he said, was financial. He charged that they would have been able to continue operating if they had been allowed to negotiate for rebroadcast of network sponsors' programs.

Mr. Brown said that his own WSAY had lost $50,000 but could make $300,000 a year if permitted to rebroadcast such shows.

Mr. Brown's statement emphasized his opposition to the McFarland Bill's deletion of the so-called "double jeopardy" provision of the present law, which he said "has the only potential sting which the radio network chains of this country fear."

The Justice Dept.'s statement against the McFarland measure was directed primarily against sections which, it argued, "would alter the long-established Congressional policy designed to protect the public from private restraints and monopolies in the communications field."

Chief targets: (1) Changes which would require FCC to grant renewals in accordance with the same considerations affecting the grant of original applications, and which, in renewal proceedings, would give FCC the burden of showing that a renewal should not be granted; (2) removal of the double-jeopardy provision with respect to anti-trust violations.

Mr. Scharfeld's statement for the FCBA emphasized the desirability of provisions of the McFarland Bill "embracing the essential viewpoint of administrative practice that personnel engaged in investigation and prosecution shall not consult or advise with those who preside at hearings unless all parties participate, and that those who decide cases after hearing, whether an examiner or a commissioner, shall act only upon the record and evidence available equally to all participants without reliance on any *ex parte* representations either from the agency staff or outside parties."

Provisions authorizing FCC to issue cease-and-desist orders, Mr. Scharfeld said, would help in enforcement of the Act, while changes with respect to renewal proceedings "should terminate . . . the use of renewal proceedings as a substitute for revocation proceedings.

Network Clients for October

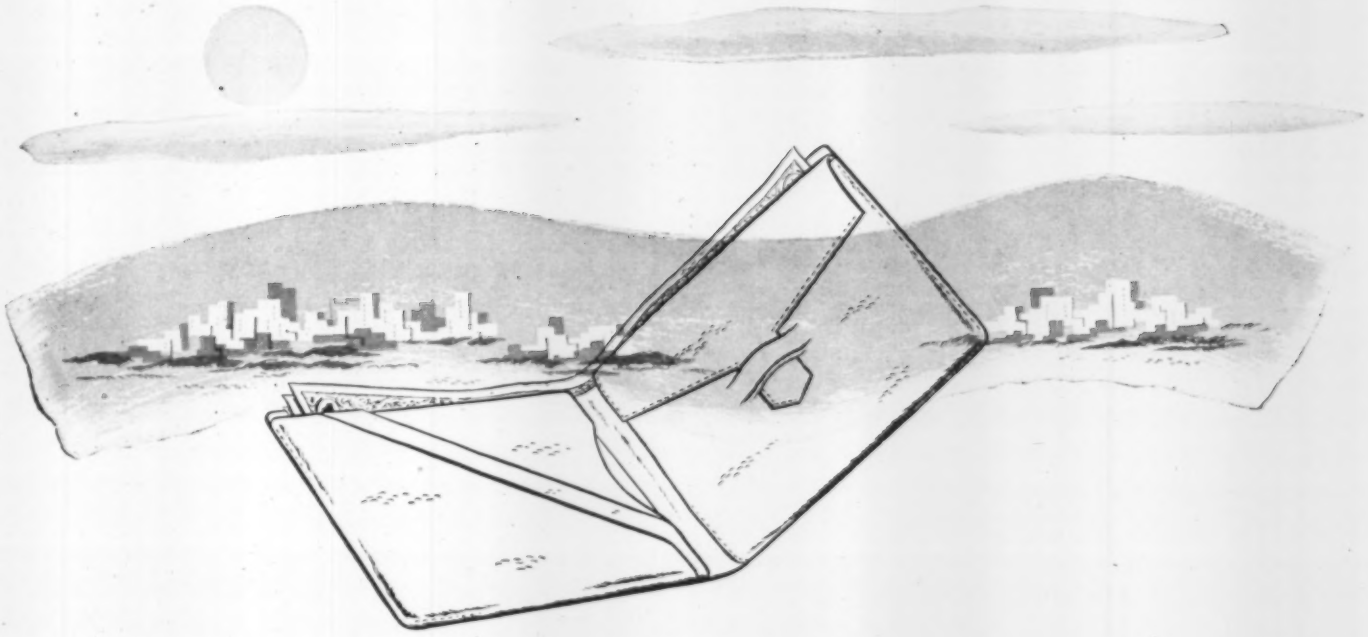
(Continued from page 24)

Sponsor	PROGRAM	Gross Time Charges October 1949	Network	No. of Stations 1949	No. of Stations 1950	Hours per week 1949	Hours per week 1950
Faultless Starch Co.	Faultless Starch Time	6,275	NBC	53	50	¼	¼
Ferry-Morse Seed Co.	Garden Gate	3,565	CBS	32	—	¼	-
Firestone Tire & Rubber Co.	Voice of Firestone	76,125	NBC	140	140	½	½
First Church of Christ Scientist	Monitor Views the News	25,008	ABC	76	17	¼	¼
	Healing Ministry	4,637	MBS	65	65	¼	¼
Fruehauf Trailer Co.	This Changing World	15,808	ABC	98	—	¼	-
General Candy Corp.	True Detective Mysteries	53,688	MBS	487	512	½	½
General Conference of 7th-Day Adventists	Voice of Prophecy	30,364	MBS	299	302	½	½
General Foods Corp.	Voice of Prophecy	22,658	ABC	97	108	½	½
	Juvenile Jury	26,237	MBS	222	220	½	½
	Hopalong Cassidy	—	MBS	—	490	—	½
	Second Mrs. Burton	54,831	CBS	68	68	1¼	1¼
	When a Girl Marries	68,565	NBC	81	83	1¼	1¼
	Gangbusters	61,065	CBS	84	150	½	½
	My Favorite Husband	59,802	CBS	153	153	½	½
	Aldrich Family	54,294	NBC	147	151	½	½
	House of Mystery	39,353	MBS	493	—	½	-
	Portia Faces Life	69,510	NBC	89	92	1¼	1¼
	Father Knows Best	53,910	NBC	154	161	½	½
	Wendy Warren	98,616	CBS	151	154	1¼	1¼
	The Goldbergs	55,110	CBS	151	—	½	-
	Hopalong Cassidy	—	CBS	—	151	—	½
General Mills	Today's Children	59,387	NBC	67	—	1¼	-
	Light of the World	59,387	NBC	67	—	1¼	-
	Breakfast Club	81,678	ABC	242	257	1¼	1¼
	Lone Ranger	150,696	ABC	108	138	1½	1½
	Sam Hayes	6,197	NBC	8	8	1¼	1¼
	Sam Hayes	15,120	NBC	8	—	1	-
	Live Like a Millionaire	—	NBC	—	74	—	1¼
	Betty Crocker	95,484	ABC	187	199	1½	1½
	This Woman's Secret	9,744	NBC	11	11	1¼	1¼
	Jack Armstrong	80,127	ABC	203	—	1¼	-
General Motors	Henry J. Taylor	58,080	ABC	264	278	¼	¼
Gillette Safety Razor Co.	Friday Night Fights	67,332	ABC	265	—	1	-
	World Series*	142,207	MBS	691	700	15	15
	Give & Take	41,453	CBS	150	150	½	½
	Nora Drake	114,075	CBS	155	162	1¼	1¼
	Arthur Godfrey	27,788	CBS	168	—	1¼	-
Glen Alden Coal Co.	The Shadow	7,908	MBS	40	—	½	-
Gold Seal Co.	Arthur Godfrey	122,997	CBS	173	170	1¼	1¼
Goodyear Tire & Rubber Co.	Greatest Story	35,033	ABC	64	76	½	½
Gospel Bcstg. Assn.	Old-fashioned Revival Hour	61,835	ABC	222	248	1	1
Greyhound Corp.	Romance of the Highways	2,040	ABC	10	—	¼	-
Greystone Press	Mrs. Fixit	12,144	ABC	61	—	½	-
	Mr. Fixit	17,990	NBC	34	—	¼	-
Grove Labs	The Shadow	32,787	MBS	429	420	½	½
Gruen Watch Co.	Hollywood Calling	77,629	NBC	163	—	½	-
Gulf Oil Corp.	We the People	51,060	CBS	126	—	½	-
	We the People	—	NBC	—	115	—	½
	Lanny Ross	—	MBS	—	380	—	1¼
Hall Bros.	Hallmark Playhouse	67,008	CBS	158	158	½	½
Hamm Brewing Co.	Edward R. Murrow	—	CBS	—	24	—	1¼
H. J. Heinz Co.	Ozzie & Harriet	52,512	ABC	283	283	½	½
Helbros Watch Co.	Quick As a Flash	60,197	MBS	409	—	25 min.	-
Dr. Hiss Shoe Stores	Flying Feet	—	ABC	—	5	—	½
George A. Hormel & Co.	Hormel Girls Corps	41,555	ABC	225	190	½	½
	Hormel Girls Corps	—	CBS	—	98	—	½
Household Finance Corp.	Chet Huntley	5,681	CBS	11	12	¾	¾
Illinois Watch Case Co.	You Bet Your Life	68,544	CBS	154	—	½	-
Inland Steel Co.	Steel Strike	11,764	ABC	266	—	¼	-
International Harvester	Harvest of Stars	62,659	NBC	166	—	½	-
Inst. of Religious Science	This Thing Called Life	2,400	ABC	6	—	½	-
Andrew Jergens Co.	Jergens-Woodbury Journal	58,240	ABC	267	279	¼	¼
Johns-Manville Corp.	Bill Henry, News	99,124	MBS	404	422	25 m	25 m
S. C. Johnson & Son	Fibber McGee & Molly	70,596	NBC	165	—	½	-
Kellogg Co.	Mother Knows Best	4,540	CBS	31	—	½	-
	Mark Trail	—	MBS	—	400	—	1¼
Kaiser-Frazer Corp.	Walter Winchell	59,554	ABC	265	—	¼	-
Langendorf-United Bakery	Zeke Manners	5,544	ABC	9	—	1¼	-
Frank H. Lee Co.	Robert Montgomery Speaking	34,740	ABC	265	151	¼	¼
Lee Pharmacal Co.	Arthur Godfrey	27,585	CBS	156	—	1¼	2¼
Lever Bros. Co.	Big Town	63,108	NBC	134	134	½	½
	Arthur Godfrey	—	CBS	—	173	—	1¼
	Aunt Jenny	96,747	CBS	84	87	1¼	1¼
	Lux Radio Theatre	159,575	CBS	176	174	1	1
	Junior Miss	43,540	CBS	167	167	½	½
	Amos 'n' Andy	84,675	CBS	150	150	½	½
	Bob Hope	68,436	NBC	153	—	½	-
	Godfrey's Talent Scouts	76,453	CBS	156	151	½	½
Lewis-Howe Co.	My Friend Irma	79,535	CBS	176	174	½	½
Libby, McNeill & Libby	Fanny Brice	61,656	NBC	152	165	½	½
Liggett & Myers Tobacco Co.	My True Story	87,442	ABC	208	—	1¼	-
	Chesterfield Supper Club	55,454	NBC	163	—	½	-
	Bing Crosby	71,490	CBS	179	172	½	½
	Arthur Godfrey	194,712	CBS	179	173	2½	2½
	Tales of Fatima	6,996	CBS	26	—	½	-
	Bob Hope	—	NBC	—	166	—	½
Longines-Wittnauer Watch Co.	Dragnet	52,190	NBC	138	145	½	½
	Symphonette	47,617	CBS	165	145	½	½
	Choraliers	48,802	CBS	167	146	½	½

* One time only

(Continued on page 38)

How to spend money in Colorado-Wyoming



Ever think of a Colorado-Wyoming vacation?

Before you take off, chances are you'll carefully plan every day and every hour . . . and before you take off, you'll *know* where you're going to spend every dollar of that vacation budget.

Before your client "takes off" to *sell* the Colorado-Wyoming market, you'll want to plan every day and every hour of his schedule . . . and you'll want to spend every dollar of his budget to accomplish results . . . *sales.*

There is only one source available that offers you the *complete* story of radio listening in Colorado-Wyoming. It's the recently-released COLORADO-WYOMING DIARY STUDY, a gold mine of bountiful facts for the progressive time-buyer. Program-by-program the COLORADO-WYOMING DIARY STUDY shows the complete two-state audience and its characteristics by location, economic status, sex and age. You can't afford to be without it. May we send you a copy?

KOA
DENVER

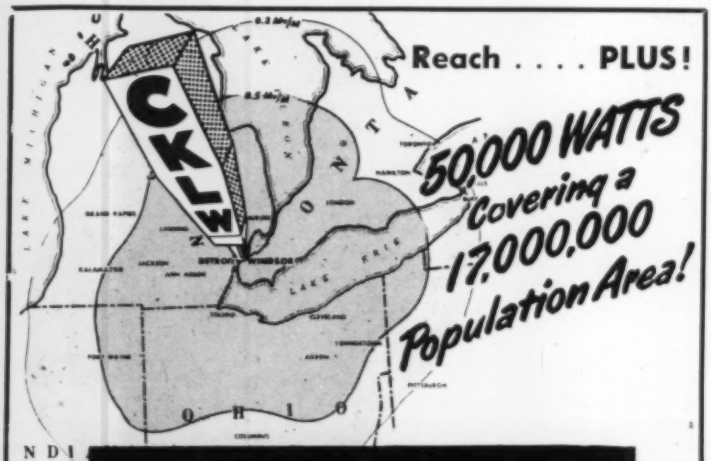
Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

Network Clients for October

(Continued from page 36)

Sponsor	PROGRAM	Gross Time Charges October 1949	Net-work	No. of Stations 1949	No. of Stations 1950	Hours per week 1949	Hours per week 1950
P. Lorillard Co.	Original Amateur Hour	82,688	ABC	191	—	¼	—
	Stop the Music	99,260	ABC	183	194	¼	¼
	Dr. I. Q.	—	ABC	—	56	—	½
Los Angeles Soap Co.	Elmer Peterson	2,530	NBC	12	13	¼	¼
Lutheran Church	Lutheran Hour	43,058	MBS	440	—	½	½
	Lutheran Hour	40,592	ABC	187	—	½	—
M & M Ltd.	Joe DiMaggio	11,846	CBS	16	—	½	—
Manhattan Soap Co.	We Love & Learn	113,757	NBC	162	163	1¼	1¼
	Frank Goss	—	CBS	—	15	—	¾
Maritime Milling Co.	Allan Jackson, News	6,775	CBS	63	—	5 min.	—
	Confidential Closeups	13,460	NBC	60	—	¼	—
Mars Inc.	Curtain Time	63,804	NBC	145	—	½	—
	Dr. I. Q.	47,475	NBC	135	—	½	—
Mennen Co.	Frank Goss, News	5,967	CBS	15	16	¾	¾
Metropolitan Life Insurance Co.	Dave Vaile, News	38,619	CBS	22	26	1¼	1¼
Miles Labs	News of the World	212,201	NBC	145	148	1¼	1¼
	Queen for a Day	106,657	MBS	427	434	1¼	1¼
	Quiz Kids	61,931	NBC	162	161	½	½
	Fred Beck, News	9,429	CBS	12	—	1¼	—
	Curt Massey Time	89,880	CBS	142	148	1¼	1¼
	Hilltop House	79,233	CBS	130	134	1¼	1¼
	Ladies' Fair	—	MBS	—	441	—	1¼
	One Man's Family	—	NBC	—	147	—	1¼
Miller Brewing Co.	Lawrence Welk Show	18,960	ABC	43	—	½	½
Minute Maid Corp.	This is Bing Crosby	—	CBS	—	8	—	1¼
Minnesota Valley Canning Co.	Fred Waring	40,283	NBC	149	—	½	—
John Morrell & Co.	Lassie	27,635	NBC	164	—	¼	—
Philip Morris & Co.	This is Your Life	63,276	NBC	144	—	½	—
	Truth or Consequences	—	CBS	—	150	—	½
	One Man's Opinion	7,762	ABC	219	219	25 min.	25 min.
	Ladies Be Seated	40,760	ABC	225	228	2½	2½
	Crime Photographer	65,724	CBS	149	149	½	½
	Horace Heidt	87,555	CBS	172	172	½	½
	Against the Storm	48,682	MBS	363	—	1¼	—
	Queen for a Day	53,987	MBS	388	—	1¼	—
Murine Co.	John B. Kennedy, News	26,591	MBS	476	—	5 min.	—
Natl. Assn. of Mfrs.	America Needs You	17,482	ABC	261	—	½	—
National Biscuit Co.	Arthur Godfrey	122,997	CBS	173	172	1¼	1¼
	Straight Arrow	63,735	MBS	288	—	½	—
	Straight Arrow	56,172	MBS	350	340	1	1
National Dairy Products Corp.	Dorothy Dix	54,705	NBC	77	—	1¼	—
	Marriage for Two	94,206	NBC	146	—	1¼	—
	Great Gildersleeve	68,904	NBC	145	149	½	½
	The Falcon	—	NBC	—	145	—	½
Norwich Pharmacal Co.	The Fat Man	61,998	ABC	217	—	½	—
Noxema Chemical Co.	Gabriel Heatter	25,808	MBS	84	90	¼	¼
Pabst Brewing Co.	Modern Romances	25,808	ABC	—	225	—	—
Pan-Am Coffee Bureau	Life of Riley	60,564	NBC	154	156	½	½
Pan-Am South. Corp.	Human Side of News	—	ABC	—	87	—	—
Pac. Coast Borax Co.	Edward R. Murrow	—	CBS	—	15	—	¼
Pac. West. Oil Corp.	The Sheriff	36,460	ABC	160	—	25 min.	—
Pepsi-Cola Co.	Alex Drier	15,600	NBC	26	25	1½	1½
	David Harding, Counter-Spy	105,300	ABC	266	—	1	—
Pal Blade Co.	Rod & Gun Club	—	MBS	—	133	—	25 min.
Pet Milk Co.	Mary Lee Taylor	39,683	NBC	149	150	½	½
	Fibber McGee & Molly	—	NBC	—	149	—	½
	Vic Damone Show	76,905	NBC	148	—	½	—
Peter Paul Inc.	Frank Goss	9,864	CBS	13	—	1¼	—
	Edward R. Murrow	—	CBS	—	14	—	¼
Petri Wine Co.	Sherlock Holmes	27,330	ABC	43	—	25 min.	—
Philco Corp.	Breakfast Club	130,211	ABC	260	287	1¼	1¼
Phillips Petroleum Co.	National Barn Dance	24,705	ABC	80	—	½	—
	Rex Allen	—	CBS	—	64	—	½
Pillsbury Mills	Houseparty	126,590	ABC	225	—	2hr.	—
	Arthur Godfrey	—	CBS	—	175	—	25 min.
	Galen Drake	76,416	ABC	217	—	1¼	—
	Houseparty	—	CBS	—	151	—	2hr. 5 min.
	Surprise Package	6,307	ABC	16	—	1¼	—
	Cedric Adams	—	CBS	—	151	—	25 min.
	Grand Central Station	39,785	CBS	150	153	½	½
Political	Speeches*	10,376	ABC	—	—	—	—
	Speeches*	12,295	CBS	—	—	—	—
	Speeches*	9,275	MBS	—	—	—	—
Procter & Gamble Co.	Young Dr. Malone	48,980	CBS	89	146	1¼	1¼
	Road of Life	76,919	NBC	148	154	1¼	1¼
	Pepper Young's Family	76,961	NBC	153	156	1¼	1¼
	Lowell Thomas	100,536	CBS	78	83	1¼	1¼
	Right to Happiness	76,541	NBC	152	153	1¼	1¼
	Big Sister	56,684	CBS	93	148	1¼	1¼
	F.B.I. in Peace & War	65,724	CBS	149	149	½	½
	Beulah	131,600	CBS	81	83	1¼	1¼
	Welcome Travelers	139,446	NBC	141	143	2¼	2¼
	Guiding Light	50,248	CBS	85	145	1¼	1¼
	Truth or Consequences	78,795	NBC	141	—	½	—
	Edward R. Murrow	—	CBS	—	31	—	¼
	Brighter Day	51,166	CBS	82	107	1¼	1¼
	Rosemary	45,839	CBS	68	149	1¼	1¼
	Jack Smith	137,165	CBS	84	85	1¼	1¼
	Ma Perkins	65,136	CBS	109	146	1¼	1¼
	Perry Mason	59,920	CBS	114	146	1¼	1¼
	Life Can Be Beautiful	76,789	NBC	149	153	1¼	1¼
	Red Skelton	88,725	CBS	172	147	½	½
	Lorenzo Jones	—	NBC	—	144	—	1¼
Prudential Insurance Co.	Jack Berch	111,657	NBC	139	139	1¼	1¼
	Family Hour of Stars	55,605	CBS	150	—	½	—
Pure Oil Co.	Kaltenborn, Harkness	49,120	NBC	30	33	1¼	1¼
Quaker State Oil Co.	Edward R. Murrow	—	CBS	—	17	—	¼
Quaker Oats Co.	Man on the Farm	35,595	MBS	401	400	½	½
	Grady Cole & The Johnson Family	—	CBS	—	35	—	½
	Lou Childré	—	CBS	—	18	—	½
	Man on the Farm	15,830	MBS	272	—	½	—
	Talk Your Way Out of It	89,512	ABC	169	—	1½	—
	Roy Rogers	78,075	MBS	505	528	½	½
	Challenge of the Yukon	89,109	ABC	207	—	1½	—
	Challenge of the Yukon	—	MBS	—	390	—	1½
Radio Bible Class	Radio Bible Class	31,577	MBS	285	293	½	½
RCA	$64 Question	—	NBC	—	166	—	½
Radio Offer Co.	William Lang	5,222	ABC	54	—	¼	—
Ralston Purina Co.	Tom Mix	88,852	MBS	372	—	1½	—
	Checkerboard Jamboree	28,366	MBS	215	—	1¼	—
	Godfrey Digest	—	CBS	—	175	—	½
Reddi-Wip Inc.	Sports Show	1,408	ABC	12	—	5 min.	—
Regal Amber Brew. Co.	Take It Easy Time	—	CBS	—	9	—	1¼
Revere Camera Co.	Name the Movie	25,750	ABC	50	—	25 min.	—
Rexall Drug Co.	Phil Harris-Alice Faye	79,549	NBC	163	—	½	—
	Richard Diamond	—	NBC	—	166	—	½
R. J. Reynolds Tobacco Co.	Bob Hawk	85,095	CBS	161	159	½	½
	Jimmy Durante	66,132	NBC	162	—	½	—
	Vaughn Munroe	85,965	CBS	163	159	½	½
	Screen Guild Players	66,108	NBC	162	—	½	—
	The Fat Man	—	ABC	—	251	—	½
	Grand Ole Opry	79,485	NBC	159	159	½	½
Rhodes Pharmacal Co.	Gabriel Heatter	45,732	MBS	134	190	½	½
Richfield Oil Corp.	Leseuer & Collingwood	—	CBS	—	22	—	½
	Richfield Reporter	26,936	ABC	19	—	1½	—
	Richfield Reporter	—	NBC	—	23	—	1½
P. J. Ritter Co.	Betty Clark Sings	6,020	ABC	17	—	¼	—
Roman Meal Co.	Night Editor	2,813	CBS	10	—	¼	—
Ronson Art Metal Works	Johnny Desmond	25,770	MBS	436	—	5 min.	—
	Twenty Questions	83,584	MBS	474	347	½	½
Rosefield Packing Co.	Skippy Hollywood Theatre	—	CBS	—	54	—	½
S & W Fine Foods	Harry Babbitt Show	—	CBS	—	16	—	¼
Safeway Stores	Boston Blackie	3,430	CBS	8	—	½	—
Schenley Industries	Duffy's Tavern	65,076	NBC	157	160	½	½
Schlitz Brewing Co.	Halls of Ivy	—	NBC	—	159	—	½
Sealy Inc.	Chet Huntley, News	3,666	CBS	8	—	¾	—
Seeman Bros.	Monday Morning Headlines	50,553	ABC	253	264	¼	¼
	Allan Jackson, News	13,960	CBS	164	170	5 min.	5 min.
R. B. Semler Inc.	Gabriel Heatter	29,904	MBS	222	—	½	—
Serutan Co.	Victor H. Lindlahr	59,544	ABC	138	250	1	1¼
	Unannounced	—	ABC	—	250	—	½
	Unannounced	—	ABC	—	250	—	25 min.
Shulton Inc.	High Adventure	—	NBC	—	53	—	½
Sinclair Oil Co.	Richfield Sports Reporter	15,775	ABC	59	—	¼	—
Smith Bros.	Stop the Music	50,514	ABC	183	—	¼	—
South. Baptist Conven.	Baptist Hour	22,904	ABC	115	—	½	—
Speidel Corp.	Stop the Music	50,450	ABC	183	—	¼	—

(Continued on page 42)



CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.

J. E. Campeau
President

Guardian Building
Detroit 26

CKLW

KSO

announces the appointment
of

EDWARD PETRY & CO., INC.

as national sales representatives

Offices of Edward Petry & Co., Inc.
are located in

New York · Chicago · Los Angeles
Detroit · St. Louis · San Francisco
Atlanta · Boston

KSO

DES MOINES, IOWA

CBS for Central Iowa

Kingsley H. Murphy, President

S. H. McGovern, Manager

5000 Watts 1460 Kilocycles

Supports Super-BAB

(Continued from page 29)

Carl Haverlin, as president of BMI, traced the history of BMI, observing that it was formed in response to a need, rather than in a vacuum. "There is no broadcaster here, and none in the United States," he said, "who is not better off as a result of BMI. To attack BMI and NAB is not to attack the staffs of these organizations, but the directors, who are broadcasters and elected by broadcasters."

The Tuesday morning session opened with a presentation by Mr. Batson, who declared: "The competitive factor between radio and television has been vastly overemphasized. Television offers a threat to the printed media as great as or greater than its effect on radio."

Cites TV Progress

Television, he asserted, can now be stopped in its rapid progress only by capricious action of the FCC, by another war, or by a crippling depression. With half of the people in the United States living within the range of a television transmitter, one in four within this range already has a set, he said. Unless the international situation becomes considerably more serious than it now is, Mr. Batson predicted that TV sets will shortly reach the 9-to-10 million mark. No new stations are in sight, he said, with the possible exception of Portland, Ore., and Denver, if national authorities decide that facilities would be valuable in those areas for civil defense and other national purposes.

Mr. Doherty supplied figures on the average expenses of video stations throughout the country (see article, page 61).

In the ensuing discussion, Hugh M. Feltis, stations manager of KING Seattle, reported the total operating cost of KING-TV this year is not far from the $1,000-a-day average cited by Mr. Doherty for the country's video outlets. Costs are increasing as the Seattle station continues on the air, Mr. Feltis said.

The manager of the Pacific Northwest's only TV outlet explained that KING-TV started with heavy network programming but since the first of the year more emphasis has been placed on local station production. "When your cameras are operating," he said, "you're on your full card rate, and can better meet operating expenses."

Lee Schulman, KING-TV program director, reported that the station's local programming consists of 15% film, with the remaining 85% live studio and remote shows.

Concluding the Tuesday morning session, Miss Hart advised broadcasters to "tell your local retailer how you can create interest, curiosity and excitement about his sale." She emphasized the need for continuity of sales efforts and for specially-angled programming to gain fullest promotion results for retail departments.

SEATTLE STATION group at NAB District 17 meeting (l to r): Ted Bell, KRSC; J. Archie Morton, KJR; O. W. Fisher, KOMO; Mrs. Earl T. Irwin, KVI; Hugh M. Feltis, KING; Lincoln W. Miller, KXA.

* * *

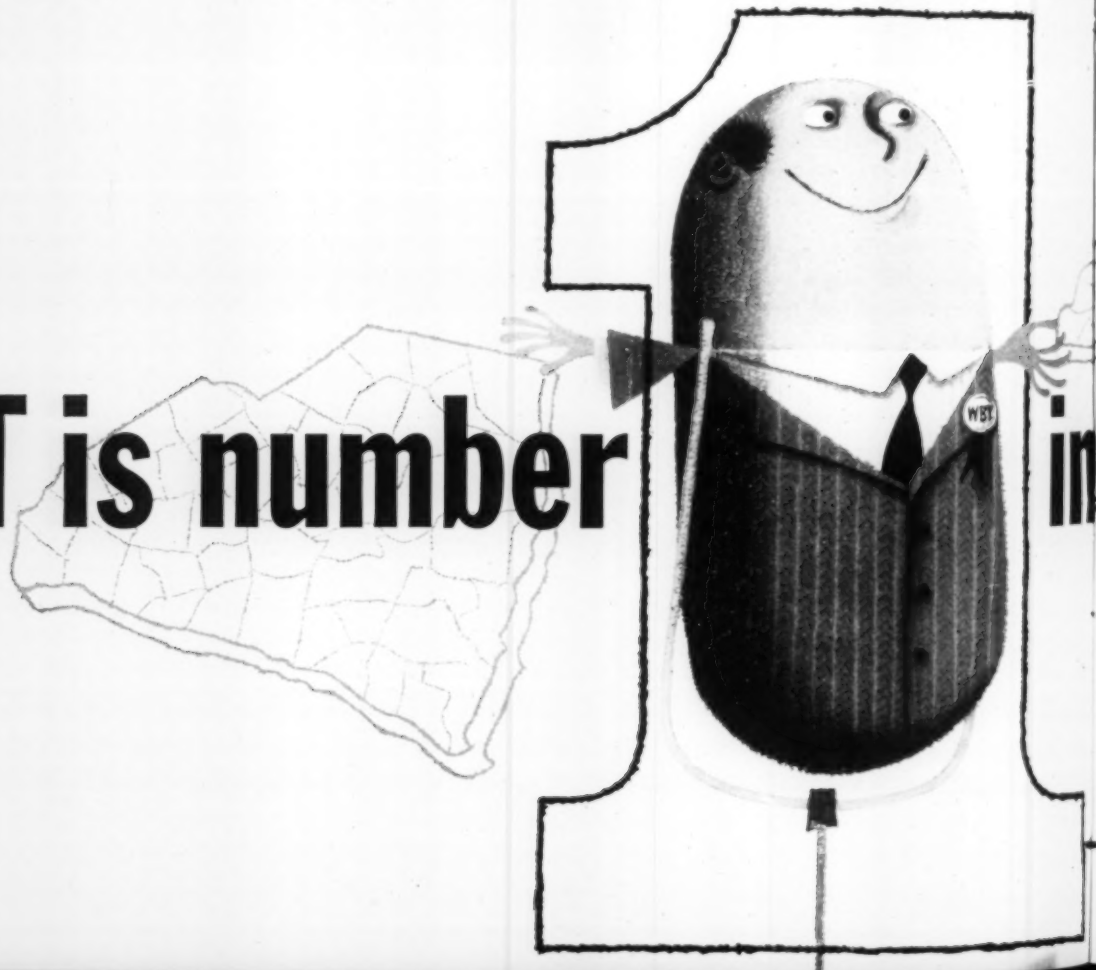
Mr. Hardy said NAB has used a "direct, straightforward approach, on a service basis," in contacting the White House and other national agencies concerned with defense, and by taking the initiative "has gained new respect for the industry in government councils." He found broadcaster support around the nation for the plan to set up a central information agency at NAB to clear defense projects, and said some demand has been voiced for regional treatment topics.

Taking up the new NAB color slide film, "NAB and You," Mr. Hardy emphasized the film's theme that NAB has kept pace with industry progress over the years. The film was prepared under direction of Robert K. Richards, NAB public affairs director, and Jack Hardesty, assistant director.

In an aside, Mr. Hardy observed that in talking to Senators and Congressmen he had found only four who realized that broadcasting stations must renew their licenses every three years.

Questions from members, after the showing, centered around NAB's position in the rate-reduction campaign of Assn. of National Advertisers; NAB-BAB and NAB-FCC relationships; NAB's budget situation and NAB's stand in the FCC hearing involving the Richards stations.

Answering a query by Lorne Stone, KIRO Seattle, Mr. Hardy said the whole NAB staff works directly with the FCC. He said Judge Miller has chosen to be firm in the decisions and actions of NAB with regard to the FCC, "but this has not closed doors against the industry or the association." He cited NAB's role in helping defeat



Reorganization Plan No. 11 to reorganize the FCC.

He conceded to questioners that NAB staff role was "pretty low for a while" but said it is "on the upgrade and in most cases excellent."

In opening the meeting Monday Director Spence read a telegram from Judge Miller regretting he could not take part because NAB "has assumed as its immediate assignment the task of cooperating with the President of the United States in every possible way to insure that broadcasting shall measure up to the exigencies of our nation's emergency." Judge Miller asked support of the BAB project.

Explains Richards Stand

Mr. Spence explained that NAB's stand in the case of the Richards' stations was taken on a matter of principle, "not to help Richards but to help all broadcasters."

Carl Haverlin, BMI president, said that in its 10 years BMI has gained great strength here and abroad and added it hoped to announce acquisition of important new music rights.

Mr. Doherty summarized findings of the NAB's survey of station operating costs [BROADCASTING, Aug. 14].

Breaking down 1949 station expenditures, he found general administrative costs comprise 34.35% of the total; program expenses, 34.20%; technical, 17.70% and selling 13.75%.

Of sales expenditures, salaries use up 9.55% and other items including promotion consume 4.20% of the total expense dollar. Sales salaries, by station groups, follow:

Below $50,000, 7.17%; $50,000-$75,000, 9.69%; $75,000-$100,000, 10.29%; $100,000 - $125,000, 11.12%; $125,000-$150,000, 10.67%; $150,000-$200,000, 10.51%; $200,000 - $350,000, 9.06%; $350,000-$1,000,000, 8.06%; over $1,000,000, 5.30%.

Other sales expenses, including promotion, were: Below $50,000, 2.60%; $50,000-$100,000, 2.31%; $75,000-$100,000, 3.13%; $100,000-$125,000, 4.01%; $125,000-$150,000, 4.30%; $150,000-$200,000, 4.36%; $200,000 - $350,000, 5.56%; $350,000 - $1,000,000, 7.43%; over $1,000,000, 6.66%.

Salaries comprised 13.85% of technical expense, with stations below $50,000 having the highest technical salary ratio, 18.23% of all operating costs. Similarly, program salaries ran higher at small income stations.

Average 1949 income of stations in the Northeast, Mr. Doherty's figures showed, was:

Local, $119,057; regional, $279,830; clear, $1,395,503; all stations, $307,821.

Southeast—Local, $97,559; regional, $194,010; clear, $706,046; all stations, $195,348.

North Central—Local, $119,315; regional, $282,635; clear, $1,216,826; all stations, $277,633.

South Central—Local, $75,889; regional, $164,053; clear, $662,092; all stations, $168,939.

Mountain-Pacific — Local, $90,652; regional, $192,877; clear (inadequate data); all stations $177,448.

Dist. 17 Registration

Mark Knight, Associated Press; K. A. Jadassohn, SESAC; Harry R. Spence, KXRO Aberdeen, Wash.; Dick Brown, KPOJ Portland; Bill Gartland, RCA Thesaurus; John Kendell, attorney Walla Walla; Don Thomas, KUJ Walla Walla; Keith Patterson, KONP Port Angeles, Wash.; Ray Hamilton, Blackburn-Hamilton; Tom Becker, KNPT Newport, Ore.; Chet Wheeler, KWIL, Albany, Ore.; James J. Dunlevy, KWIL, Medford, Ore.; Ed Malone and Jack Swert, KUIN Grants Pass, Ore.; Wallace Fisher, KOMO Seattle; Jack Barton, Capitol Records; H. Quenton Cox, KGW Portland; Ted Cooke, KOIN Portland; Bob Davies, KRKL Kirkland, Wash.; Arthur Gerbel Jr., KJR Seattle; Bruce Eells, Bruce Eells & Assoc.; Harry Buckendahl, KOIN Portland; George Chandler, CJOR Vancouver, B. C.; Kay Cronin; Don Laws.

Harvey Wixson, KGA Spokane; L. G. Dix, KALE Richmond, Wash.; Jim Thain, KWNW Wenatchee, Wash.; Hugh Feltis, KING Seattle; Stanley M. Goard, KPFM Portland; J. Archie Morton, KJR Seattle; Douglas Craig, Graybar Co., Seattle; Lee Bishop, KORE Eugene, Ore.; Lee Jacobs, KLBM La Grande, Ore.; Charlie Chatterton, KWLK Longview, Wash.; Burt Porter, Magncord; Jim Murphy, KIT Yakima, Wash.; Joe Chytil, KELA Centralia, Wash.; L. W. Trommlitz, KERG Eugene, Ore.; Dick Newman, RCA San Francisco; Archie Taft Jr., KOL Seattle; Tex Lawson, KBKW Aberdeen, Wash.; Vernice Irwin, KVI Seattle; Eldon Barr, KWSC Pullman, Wash.; Carl Downing, Washington State Radio News Bureau; Hi Jackson and Irwin Adams, KGON Oregon City; Ralph W. Hardy, NAB; Walter Davison, Lang-Worth.

Lincoln Miller, KXA Seattle; Birt F. Fisher, KXLE Ellenburg, Wash.; Dick Dunning, KHQ Spokane; Ted Bell, Bill Simpson and H. E. Riddalls, KRSC Seattle; James McLoughlin, John Keating; Lewis Teegarden, Standard Radio; Don Bennett, KSEM Moses Lake, Wash.; Lou Gillette, KMCM McMinnville, Ore.; Henry Owen and Mrs. Scott Bullitt, KING Seattle; Saul Haas, Loren Stone and Kenneth Yeend, KIRO Seattle; Loring Schmidt, KOCO Salem, Ore.; Carl Haverlin and Glen Dolberg, BMI; Fred Chitty, KVAN Vancouver; Lee Hart, BAB, New York; H. J. Quilliam, KTBI Tacoma; Don Seeley, KWIE Kennewick, Wash.; Dave O'Neil, PT&T; Leo Beckley, KBRO Bremerton, Wash.

Tom Olson, KGY Olympia, Wash.; Charles Batson, NAB; Robert McCaw, KYAK Yakima; Joe Kendall, KXLE Ellenburg, Wash.; Jack Bladine, KCMC McMinnville, Ore.; Fred Green, United Press; Robert D. Swezey, WDSU New Orleans; Rogan Jones, KPQ Wenatchee, Wash.; Ray Rhodes, Paul Raymer Co., San Francisco; Mac McKenzie, KMO Tacoma; Paul Walden, KODL The Dalles, Ore.; John P. Riley Jr., RCA, Seattle; R. Lee Black, KIMA Yakima; Don McCutcheon, KUGN, Eugene, Ore.; William E. Walsh, KWRO Coquille, Ore.; Bill Taft, KRKO Everett; S. J. Paul and Leopold Lippman, BROADCASTING-TELECASTING.

CBS Signs Peary

HAROLD PEARY, who for years has played the main role in *The Great Gildersleeve*, has been signed to an exclusive radio and television contract by CBS. Mr. Peary will star in a new show, *Honest Harold*, to be broadcast on CBS radio this fall.

Patterson Joins C&P

WILLIAM C. PATTERSON, former program manager and director at WCBS-TV New York has joined Cecil & Presbrey, New York, as assistant director of television. Previously he was a producer at NBC and before that program manager of WBEN-TV Buffalo.

the Two Carolinas...

*...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.**

try WBT for size!

Jefferson Standard Broadcasting Company · 50,000 watts

Charlotte, N. C. · Represented by Radio Sales

*BMB Study No. 2

GOLD SEAL CO. says...

KDAL's 51% BMB INCREASE PLUS *Higher-Than-Average* TUNE-IN *Means Continual* SALES GROWTH

Says Harold Schafer, President:

"Since we had used KDAL to test "GLASS WAX" before introducing it nationally, we knew the kind of results we could expect from your station with our Arthur Godfrey show.

"In recent checking with the agency they have been showing me figures indicating a 51% increase in BMB families in the morning when our "GLASS WAX" show is on . . . radio tune in situation in Duluth-Superior is 37.2% higher than the average of CBS stations in Hooper rated cities. These are a lot of fancy figures and don't mean a lot to the Gold Seal Company, perhaps mostly because we don't understand them thoroughly . . . BUT ". . . I checked the sales figures of Gold Seal Company's products, namely "GLASS WAX", "Wood Cream" and Self Polishing Wax in the Duluth market area in northern Minnesota and Wisconsin and the one thing that I do know, and it means a lot at our desk when we work, is that our sales have shown a continual nice growth in that market . . ."

More for Your Money . . . on

KDAL

DULUTH-SUPERIOR

5000 WATTS

ON 610

CBS

RATING TEST

Group Not Acceptable, Roslow Says

DR. SYDNEY ROSLOW, director of The Pulse Inc., threw a complication into the projected impartial clinical test of Hooper and Pulse survey methods when he declared on the eve of a meeting by the six-man advisory committee that the group is not acceptable to him.

The advisory group, of which Dr. Roslow is a member, is to meet in New York Tuesday. The session was called by Dr. Kenneth H. Baker, NAB research director, at the request of Fred Manchee, BBDO, New York, temporary chairman named by Stanley Breyer, KJBS San Francisco [BROADCASTING, Aug. 7, 14].

Representing agency, advertiser, broadcaster and station representative interests as well as heads of Hooper and Pulse survey firms, the committee is to decide how to undertake the proposed clinical test. The showdown became a matter of national interest when it was proposed by KJBS in an advertisement in the July 3 BROADCASTING.

Dr. Roslow wrote Mr. Breyer Aug. 15 that he will meet with the committee unofficially. He suggested the group serve "only to nominate and invite a committee acceptable to both Hooper and myself."

In reply to Dr. Roslow Mr. Breyer recalled that the committee "was appointed primarily to establish beyond any question that the San Francisco-Oakland test survey be handled 'objectively, capably and on the highest ethical plane'." He reminded that on July 20, 10 days before the committee was named, Dr. Roslow had written that he would serve as the Pulse representative.

Mr. Breyer asked Dr. Roslow to specify what individual or organization he found unacceptable. Organizations represented include NAB, American Assn. of Advertising Agencies, National Assn. of Radio Station Representatives and Assn. of National Advertisers.

Committee members, besides Messrs. Manchee, Baker and Roslow, are Lewis H. Avery, of Avery-Knodel, as NARSR president; A. Wells Wilbor, director of Market Analysis Dept., General Mills, for ANA; C. E. Hooper, president of C. E. Hooper Inc.

Unofficial appearance at the committee meeting, Mr. Breyer wrote Dr. Roslow, "makes possible the straddling" of the vital test. He said the matter is completely in the hands of the committee, adding that other committee members had accepted appointment "to select a research organization to conduct a house-to-house coincidental survey; to observe original field records; working material; interviewers' instructions; tabulating producers and observe 10% of the interviewing."

KJBS means business and has "support in enthusiasm and volume far beyond anything anticipated," Mr. Breyer told Dr. Roslow.

"If necessary, and with the committee's approval, KJBS will be responsible for finding financial support for 50% of the survey costs, the remaining 50% having been agreed to by Mr. Hooper."

Network Clients for October

(Continued from page 38)

Sponsor	Program	Gross Time Charges October 1949	Network	No. of Stations 1949	No. of Stations 1950	Hours per week 1949	Hours per week 1950
Standard Oil Co. of Calif.	The Whistler	7,590	CBS	17	—	½	½
	School Broadcast	3,498	NBC	22	22	½	½
	Standard Hour	15,775	NBC	24	24	1	1
Standard Oil Co. of Indiana	Carnegie Hall	31,398	ABC	108	—	½	—
	Edward R. Murrow	—	CBS	—	73	—	1¼
Sterling Drug Co.	Mr. Chameleon	51,620	CBS	138	150	½	½
	Sing It Again	—	CBS	—	145	—	½
	American Album	86,025	NBC	155	152	½	½
	Lorenzo Jones	70,179	NBC	144	—	1¼	—
	Bride & Groom	162,513	ABC	218	—	2½	—
	My True Story	45,520	ABC	208	212	50 min.	2hr. 5 min.
	Young Widder Brown	70,179	NBC	144	146	1¼	1¼
	Mystery Theatre	60,404	CBS	149	150	½	½
	Backstage Wife	70,179	NBC	144	146	1¼	1¼
	Stella Dallas	70,179	NBC	144	146	1¼	1¼
Studebaker Corp.	Sam Hayes	11,960	NBC	12	—	¾	—
Sun Oil Co.	Three Star Extra	84,832	NBC	34	34	1¼	1¼
Swift & Co.	Breakfast Club	180,278	ABC	260	312	2½	2½
	Special Program	3,899	ABC	266	—	¼	—
	Sky King	59,967	ABC	202	—	1¼	—
	Sky King	—	MBS	—	523	—	50 min.
Sylvania Products Co.	Game of Week	—	ABC	—	154	—	2½
Tex-O-Kan Flour Mills	Light Crust Doughboys	12,952	MBS	140	148	¾	¾
Tide Water Oil Co.	Football	16,976	CBS	19	—	2¾	—
Trimount Clothing Co.	Stop the Music	—	ABC	—	(TBA)	—	¼
United Electrical Mach. Workers of Amer.	Arthur Gaeth	35,336	ABC	113	—	¼	—
U. S. Govt.	Game of the Week	41,408	ABC	220	—	2½	—
U. S. Steel Co.	Theatre Guild	134,613	NBC	164	166	1	1
U. S. Tobacco Co.	Martin Kane	41,418	MBS	393	408	½	½
	Man Next Door	8,148	MBS	126	127	½	½
Waltham Watch Co.	Share the Wealth	13,313	ABC	22	—	25 min.	—
Wander Co.	Captain Midnight	34,416	MBS	172	—	1	—
William R. Warner & Co.	Walter Winchell	—	ABC	—	279	—	¼
Wildroot Co.	Arthur Godfrey	63,327	CBS	170	175	37½	37½
Wesson Oil & Snowdrift	Noah Webster Says	1,392	NBC	8	—	½	—
Western Stove Co.	Zeke Manners	—	ABC	—	11	—	¼
Westinghouse Electric Corp.	Ted Malone	58,549	ABC	225	—	25 min.	—
William Wrigley Jr. Co.	Gene Autry	88,200	CBS	169	172	½	½

Canada

(Continued from page 27)

shows will not be heard on Canadian chains this season the overall balance between Canadian and American sponsors of network shows will be about the same, according to the commercial department of the Canadian Broadcasting Corp. All programs for the fall have not yet been signed up; there has been some switching of programs and program times among Canadian sponsors, and there has been some delay in lining up final dates due to uncertainties among U. S. sponsors of piped-in programs.

NEW RADIO ERA

Predicted by Stolzoff

"RADIO has entered a new era," said J. S. Stolzoff, vice president, The Cramer-Krasselt Co., Milwaukee, in an address last Thursday before the Racine (Wis.) Advertising Club. "There are many, and I am among them," he continued, who believe that radio's new era will be more productive, more challenging and, in a sense, more profitable for "everyone concerned with this giant industry."

No discussion of radio in 1950 can ignore television, he said, as many have used and found television productive. But, he added, "the power of television shouldn't blind us to the power of radio."

Many advertisers who have looked into the situation as it exists today and have seen which way radio is heading are using radio in ways that it has rarely been used before and with interesting results, said Mr. Stolzoff. As examples, he cited Ford, General Mills and Wrigley Gum.

"To advertisers who are using new, fresh approaches to radio, this media has become if anything, a stronger factor in their promotional plans than at any time in the past," Mr. Stolzoff said.

'LITTLE' SERIES

NBC Covers Final Game

TED HUSING will broadcast the final game of the Little League World Series at Williamsport, Pa., Aug. 26, 3-4 p.m., EDT, exclusively over 126 NBC network stations, unsponsored, it was announced last week by Emerson York, Little League coordinator for radio, TV and motion pictures. Ford Frick, president of the National League, will broadcast highlights of the game.

Little League Baseball Inc., a non-profit organization open to all American boys under 12 years through locally-sponsored teams, annually brings the champions to Williamsport headquarters for their own "World Series." Any community may obtain information by writing the league at Williamsport.

Have your Salt Lake City Sales jumped up 232%?

They should have bounced **way** up and stayed there. Because retail sales in the entire Salt Lake City wholesale distribution area (which coincides almost exactly with KSL's primary listening area) are now 232% higher than they were ten years ago. A whopping $761,645,000!

Retail sales are not only way up in Intermountain America, they're going up **faster** (at a 14.8% higher rate of increase) than the rest of the nation. And so is population. Today more than a million people live in KSL territory . . . 25% more than a decade ago. And still more are moving in twice as fast as the average national rate of growth.

If your sales have not jumped as high as they should in Intermountain America, the thing to do is to buy 50,000-watt KSL, **the one and only station you need.** For all week long, KSL delivers many more listeners than any other Intermountain America station or regional network. **And can SELL them for you at the LOWEST COST per customer!**

KSL

SALT LAKE CITY

50,000 WATTS

CBS

REPRESENTED BY RADIO SALES
All sources available on request

AFRA PACTS

Renewal Talks Next Month

NEGOTIATONS will open with the networks in September for renewal of four American Federation of Radio Artists contracts which expire Oct. 31. Contracts involve salaries of (1) artists performing on network shows, regardless of origination point, (2) staff announcers employed at AFRA-organized stations in the four major production centers, Chicago, New York, Los Angeles and San Francisco, (3) actors, singers, announcers and sound effects men who are represented in the transcription code, and (4) actors, singers and freelance announcers with commercial and sustaining classifications.

This was revealed at the close of the four-day AFRA convention in Chicago, which met Aug. 10-13 at the Sheraton Hotel [BROADCASTING, Aug. 14]. Although all sessions were private and for delegates only, it was reported that the minimum salary which will be asked for staff announcers in the four cities will be $135 weekly.

Revision in the transcription code, which followed demands of locals in all parts of the country, is understood to provide for a weekly repeat fee on electrical transcriptions instead of an additional fee after six months. This is provided under terms of the last such contract, which went into effect in 1946. All existing network contracts were signed in 1946, and the only change in wage payments since then was a general cost of living increase in 1948, one spokesman said.

Progress of Television Authority, established by Associated Actors and Artistes of America last November and given full jurisdiction over television performers in April, was outlined by TVA National Executive Secretary George Heller, former executive secretary of AFRA. Mr. Heller helped set up the TVA organization last year while on loan from AFRA.

He reported on the jurisdictional dispute between Television Authority and Screen Actors Guild. SAG claims jurisdiction over talent appearing in films used on television, and Television Authority presumably takes the stand that its authorization by the 4A's as the exclusive television agency gives it power for negotiation in all video matters, live or film. Screen Actors Guild is a division of the 4A's.

Television Authority plans to begin negotiations shortly for a master contract similar to that under which AFRA functions with the networks. Mr. Heller's speech Saturday afternoon was followed by a floor resolution calling for staff announcers at radio stations with TV affiliates to get the minimum AM station salary for work at the video affiliate.

Convention delegates approved the board's proposal for an authorized government agency to broadcast "truths about the Communist party" and its techniques. The board has suggested a series of regular broadcasts in which "facts" about communism, including goals, methods and results, would be revealed. The board agreed to waive fees of AFRA members taking part in such broadcasts.

Communism Stand

Delegates also approved a resolution against communism and all forms of totalitarianism, and authorized the board to find some method by which any Communists in AFRA would be barred or expelled from membership.

Indirectly, the board found a way to bar Communists from membership in AFRA when it approved a constitutional amendment for the Pittsburgh local. (The national board approves all such amendments.) The Pittsburgh local sought an amendment providing that its members sign non-Communist affidavits or be expelled from membership.

The complete amendment reads:

No person shall remain a member of this local who is a Communist or who is affiliated with the Communist party or any other party or group which advocates or fosters the overthrow of the U. S. government by force, or by any other illegal or unconstitutional means. Every member of this local shall be required to make an affidavit that he is not a member of the Communist party, or affiliated with such party and that he is not a member of or supports any organization that advocates or fosters the overthrow of the U. S. government by force or any illegal or unconstitutional methods. No person shall remain a member of this local who fails or refuses to make such an affidavit unless, in the opinion of this local board, such failure or refusal is due to justifiable means.

No Further Interpretation

It was not explained what "justifiable means" might include.

Because possible freezing of wages by the government as a result of the international situation would call a halt to network negotiations for wage increases, AFRA delegates authorized a meeting between union and management representatives to study possible non-inflationary fringe benefits (such as health and life insurance, longer vacations, shorter work week, a welfare plan). Possible suggestions were a welfare, or insurance or health fund.

New AFRA officers for the next year are Knox Manning, president; five vice presidents, Alan Bunce, Jack Arthur, Bert Buzzini, Frank Nelson and Pierre Pavlin; secretary, Vinton Hayworth, and treasurer, Janet Baumhover.

W. VA. SESSION

Meet Changed to Sept. 2-3

WEST VIRGINIA Broadcasters Assn. will hold its fall meeting at White Sulphur Springs, W. Va., Sept. 2-3, instead of Sept. 8-9, as originally planned, according to George Clinton, WPAR Parkersburg, president of WVBA.

On Sept. 2, Oliver Gramling, AP assistant general manager, will address the West Virginia AP Radio Assn., slated to meet during the WVBA sessions. He also will be principal speaker at a luncheon of the WVBA Sept. 3. Mr. Clinton is chairman of association.

Registration for the meeting will be Sept. 2 with business sessions Sept. 3. All features of the two-day program will be held as previously announced, Mr. Clinton said, despite the advance of six days in the schedule.

F&P EXPANDS

Adds Three in Chicago

Mr. Kieling

Mr. Weimers

THREE additions to the staff of Free & Peters Inc., in line with expansion plans for the firm's Chicago office, have been announced by Lloyd Griffin, vice president.

Mr. Erickson

William B. Wiemers Jr., formerly with United Stove Co., and Richard F. Kieling, formerly with Mars Inc. (candy), will specialize in television sales. John E. Erickson Jr., for the past five years associated with media sales for the *Chicago Herald American* and *Philadelphia Inquirer*, has been assigned to AM radio sales.

Philco Sales Up

PHILCO Corp.'s sales in the first six months of 1950 totaled $147,012,000 and net income was $6,672,000, which was equivalent, after preferred dividends, to $3.86 per common share, according to William Balderston, president.

WE'VE GOT SOMETHING
TO CROW ABOUT

In Just
6 Short Weeks
WE RECEIVED
MORE THAN
120,000
Contest Registrations
on KVLC's
LIBERTY MARKET BASKET

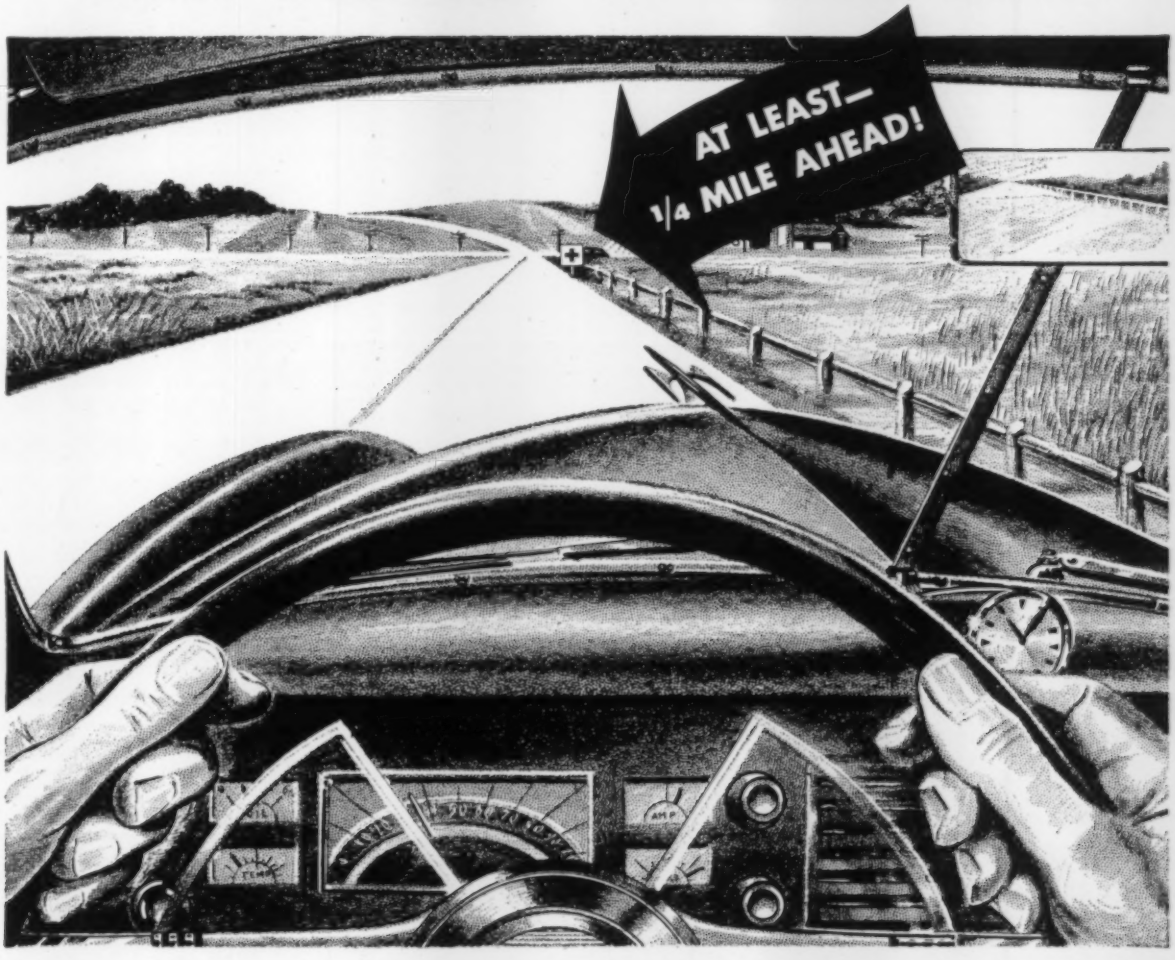
Liberty Market Basket is the name of the program. It SELLS nationally advertised food products for a local chain of independently owned food stores. It can also sell YOUR products in the fast-growing Arkansas market. A limited number of program participations are still available. For further information. . . .

CALL • WIRE • WRITE

YOU Can Sell On Arkansas'
POWER PACKED — PROMOTION MINDED — AUDIENCE GETTER
because, in Arkansas' first market it's
KVLC
1050 K. C. 1050 K. C.
LITTE ROCK, ARKANSAS

Truck drivers are taught . . . and urge you:

TO BE SAFE, DRIVE "'WAY AHEAD OF YOURSELF"



HERE'S HOW TO DO IT—TOLD BY SOME OF THE WORLD'S SAFEST DRIVERS

The men who spend their lives on the highways, America's truck drivers, don't kid themselves when they get behind the wheel.

They know, that no matter how many safety features are in today's cars and trucks—*the driver is the greatest safety factor of all.* He's the one who decides whether his vehicle will be a quick, safe form of transportation. Or one of destruction.

It's not surprising, then, to find that truck drivers have a super-safe highway code of their own. "Drive ahead of yourself," for instance, is a precaution *every* driver can heed!

Keep a safe distance . . . be on the alert for anything that might unexpectedly happen at least 1/4 of a mile ahead . . . be ready at a split-second's notice to avert tragedy.

Simple? Yes—and it makes a whale of a lot of sense! So take this tip from your "Big Brothers of the Highways," and help make the highways and streets—REALLY SAFE!

This message may be reprinted in whole or in part without permission, upon notifying American Trucking Association, Washington, D. C.

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

SCHEIDT SIGNS

5-Yr. WFIL-AM-FM-TV Pact

A HALF-MILLION-DOLLAR five-year radio and television contract has been signed by Adam Scheidt Brewing Co. (Valley Forge Beer and Ramshead Ale) with WFIL-AM-FM-TV Philadelphia. Contract, effective Sept. 11, is said by the station to be the largest ever placed by a Philadelphia advertiser with a single outlet.

The 52-weeks a year contract, announced jointly by Roger W. Clipp, WFIL and WFIL-TV general manager, and William R. Farrell, vice president, Ward Wheelock Co. (Scheidt agency), calls for yearly renewal options at the then prevailing rates on both AM and TV.

Scheidt will sponsor *Valley Forge Jamboree*, 11 p.m. to midnight, Monday-Saturday, featuring Bob Horn, popular local disc jockey, on AM. Its television sponsorship will be a quarter hour sports program, also Monday through Saturday, featuring Sportscaster George Walsh as host of *George Walsh Looks 'Em Over*. Mr. Horn, whose disc shows have had 11-years steady sponsorship, will be aired over WFIL on an exclusive basis. Mr. Walsh, station claims, held the highest rating of all Philadelphia TV sports commentators in the latest American Research Bureau survey.

The brewing company and the stations will conduct a full-scale promotion campaign among dealers, distributors and the general public.

James H. Cooper

JAMES H. COOPER, 63, WBNS Columbus, Ohio, newscaster, died Aug. 9 after a long illness. Mr. Cooper had been a news commentator for the station since 1934. Before entering radio, he was active in vaudeville and theatrical stock companies. Mr. Cooper is survived by his wife, Maude, and a daughter, Patti Cooper Johnson.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U.S. AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA WEEK JULY 9-15, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK			
1	1	Walter Winchell (ABC)	12.3
2	11	Broadway is My Beat (CBS)	11.1
3	9	Mr. District Attorney (NBC)	10.0
4	6	Big Story (NBC)	9.3
5	40	Romance (CBS)	8.9
6	24	Satan's Waitin' (CBS)	8.8
7	36	Hollywood Star Playhouse (CBS)	8.6
8	5	Crime Photographer (CBS)	8.6
9	42	Big Town (NBC)	[illegible]
10	4	Richard Diamond, Private Detective (NBC)	[illegible]

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except by homes listening only 1 to 5 minutes.

JENKINS CLIENTS

14 Using Radio-TV Time

RAY C. JENKINS, president of the newly formed Ray C. Jenkins Advertising Agency Inc., Minneapolis [BROADCASTING, Aug. 14], has announced a list of 14 accounts being serviced for clients using radio or television time, or both. Accounts are as follows:

Beloved Rings Inc.; Despatch Laundry; Forman, Ford; Gedney Co.; La Belle Safety Storage & Moving Co.; Minneapolis Auto Dealers; Marquette National Bank; Motor Sales; Patsey Motors; Spark-O-Liner Corp.; Schlampp Furs; Trojan Inc.; White Way Cleaners and Western Oil & Fuel Co.

WFOB Stock Issue

SENECA Radio Corp., licensee of WFOB (FM) Fostoria, Ohio, is seeking authority, in an application filed with the Ohio secretary of the state, to issue $40,000 preferred stock, station has reported. Money derived from sale of stock will be used for erection of a higher and modern tower atop the First National Bank Bldg. in Fostoria and to finance an AM station of 1 kw when grant and channel assignment are made by FCC. Station has obtained option on a tract of land near Bascom, Ohio. Arrangements were made at an Aug. 8 meeting of shareholders in Seneca Radio Corp., which operates WFOB (FM) on Channel 288 (105.5 mc) with 0.45 kw. Andrew Emerine is president of the corporation.

EELLS ADDITIONS

52 on Tape Network

ADDITION of 52 affiliates on its program library-tape network was announced last week by Bruce Eells & Assoc. Inc. List of new subscribers follows:

WLIO E. Liverpool, Ohio; KATL Houston; KVEC San Luis Obispo, Calif.; WCOP Boston; KRCO Prineville, Ore.; WDEF Chattanooga, Tenn.; WPLA Plant City, Fla.; KIUP Durango, Col.; WTYC Rock Hill, S. C.; KBYR Anchorage, Alaska; KRKL Kirkland, Wash.; KXGN Glendive, Mont.; KLPR Oklahoma City; WKLY Hartwell, Ga.; KBOA Kennett, Mo.; KHON Honolulu, T. H.; WOOF Dothan, Ala.; WNGO Mayfield, Ky.; KWIE Kennewick, Wash.; KRUN Ballinger, Tex.; WCFL Chicago; KCKN Kansas City, Mo.; KTUR Turlock, Calif.; KLX Oakland, Calif.; KOFO Ottawa, Kan.

Also, WCEN Mt. Pleasant, Mich.; WGPA Bethlehem, Pa.; KSMN Mason City, Iowa; WIBW Topeka, Kan.; KUGB Great Bend, Kan.; KVOO Tulsa, Okla.; WEGO Concord, N. C.; WNAX Yankton, S. D.; KNEB Scottsbluff, Neb.; WJIG Tullahoma, Tenn.; WOKY Milwaukee; WIBG Philadelphia; WDOK Cleveland; WBLJ Dalton, Ga.; WATN Watertown, N. Y.; WLIL Lenoir City, Tenn.; KRIZ Phoenix; KHIT Lampasas, Tex.; WKAB Mobile, Ala.; WIRJ Humboldt, Tenn.; WVET Rochester, N. Y.; WMID Atlantic City, N. J.; KCOL Fort Collins, Col.; WALT Tampa, Fla.; WDWD Dawson, Ga.; WGRA Cairo, Ga., and stations under construction in Lebanon, Ore., and Fort Valley, Ga.

GRADY SCHOOL

New Volume Goes to Press

INFORMATIVE as well as documentary, *Journalism at the Mid-Century*, a collection of principal speeches delivered before special conferences at the Henry W. Grady School of Journalism, U. of Georgia, will be published Sept. 15, the school announced last week.

Edited by Dean E. Drewey, of the journalism school, who writes an editor's preface giving biographical data on each speaker and other information, the book will be issued both as a University Bulletin and a University Press edition. Included among speeches are "The Place of Radio in Telling Industry's Story" by John A. Reagan Jr., advertising and public relations manager, Sonoco Products Co., Hartsville, S. C.; "Radio and TV—Today and Tomorrow," by Sol Taishoff, editor and publisher, BROADCASTING-TELECASTING; "Television's Hypnotic Effects," by Edward Weeks, editor, *Atlantic Monthly* and chairman, George Foster Peabody Radio and Television Awards Board.

ARONOW RECALLED

KIYI Co-Owner To Marines

LT. CEDOR B. ARONOW, half owner of KIYI and president of Montana Broadcasters Inc., state association, has been called to active duty with the U. S. Marine Corps, according to William Murphy, manager of KIYI.

Lt. Aronow

Mr. Aronow, who has been active in the broadcast industry for about five years, was largely instrumental in having an active Marine reserve unit located in Shelby, Mont., and is vice commandant of the national Marine Corps League. He is a representative to the state legislature from his county and was responsible for enactment of legislation favorable to radio in Montana. Upon his departure, Lt. Aronow and his company received "sincere greetings and best wishes" from Gov. John W. Bonner of Montana.

KEPO TRANSFER

Approved by FCC

CONSENT has been granted by FCC to assignment of license of KEPO El Paso, Tex., from KEPO Inc. to KWFT Inc., licensee of KWFT Wichita Falls, Tex. Ownership of both firms is "virtually the same," FCC said, and no monetary consideration is involved.

The Commission, however, stated the transfer grant "is not to be construed as final approval" of the qualifications of H. J. Griffith, principal stockholder, in view of FCC's current study of the effect of violation of Federal laws other than the Communications Act [BROADCASTING, May 1]. Mr. Griffith, who held 52% interest in KEPO Inc. and owns 47% of KWFT Inc., was adjudged guilty in a 1948 anti-trust proceeding before the U. S. Supreme Court (U. S. v. Griffith et al, 334 U. S. 100), FCC stated.

Operation of both stations by one corporate entity would permit greater economy of operation and ease of administration, FCC was told in the transfer applications. KEPO is assigned 5 kw fulltime on 690 kc, directional.

F.Y.I. (for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factory and residential areas unannexed by the City of Terre Haute, so it's a radio market of over 100,000 people, all potential listeners to WTHI, CBS plus top-flight local programming.

WTHI TERRE HAUTE, INDIANA— REPRESENTED BY THE BOLLING CO.

MAGAZINE RATES UP

Rising Costs Cited

NEARLY a score of national magazines have announced advertising rate increases within the past fortnight, many of them without increasing circulation guarantees.

In most instances the publishing companies have explained that rising costs have obliged them to raise their rates.

Among magazines announcing rate increases were all the Curtis publications. *Holiday*, beginning February 1951, will raise black-and-white page rates from $3,925 to $4,075 and four-color page rates from $5,760 to $5,980 although no increase of circulation was claimed.

The Saturday Evening Post, starting Feb. 3, 1951, will raise black-and-white page rates from $11,200 to $11,760 and four-color page rates from $16,000 to $17,000 without claiming larger circulation. *Country Gentleman*, starting February 1951 will advance line rates from $10.25 to $11.00 with no guarantee of additional circulation. *Ladies Home Journal*, in February 1951 will boost black-white page rates from $12,255 to $12,745 and four-color page rates from $16,625 to $17,460, circulation remaining unchanged.

American Home magazine, effective February 1951, hikes black-and-white page rates from $8,665 to $9,100 but is increasing its circulation guarantee by 100,000. *Woman's Home Companion* in February increases black-white page rates from $10,250 to $10,850 and says the average net paid circulation will be up an additional 100,000 by then. *Collier's*, beginning next month, raises black-and-white page rates from $8,000 to $8,600 but shows a circulation increase of 200,000.

'Time' Boosts Rates

Time on Feb. 5, 1951, increases its basic rate from $5,700 to $6,200 but will have a 100,000 circulation increase.

Esquire, commencing with the January 1951 issue, will increase classified by 75 cents a line, and is increasing the circulation guarantee by 50,000 as of that date. *Today's Woman*, beginning in January 1951, boosts black-white page rates $250, without guaranteeing any additional circulation. *Woman's Day*, effective March 1951, raises basic page rate from $8,250 to $9,330, but guarantees an additional 300,000 circulation.

McCalls magazine, starting next February, increases its basic page rate from $10,000 to $10,400 without any change in circulation. *American Family* magazine, with the November issue, hikes its black-white page rates from $1,200 to $1,500, but offers a net paid circulation increase of 100,000.

Child Life next month advances its basic page rate $140, and offers ABC circulation increase of 12,864. *Movie Life* and *Movie Stars Parade* in the near future increase from $1,080 to $1,200.

The Hillman Periodicals group moves its rates from $750 to $1,250.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

129 Local Accounts
21 Regional and National Accts.
2781 Pieces of Mail for May '50

News — Accent on LOCAL
Music — Sports — Special Events

WTTN WATERTOWN, WISCONSIN

NARBA MEET

Advance Parley Maps Plans

FURTHER preparations for the Sept. 6 resumption of the NARBA conference are slated to be made tomorrow (Tuesday) at a government-industry conference called last week by FCC in cooperation with the State Dept.

The conference will start at 10 a.m. in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, D. C. As in the case of a similar conference last July, FCC said, "any licensee or other person associated with or interested in standard band broadcasting and its international regulation is invited to attend and participate."

FCC Comr. Rosel H. Hyde, chairman of the U.S. NARBA delegation, is expected to preside.

In the meantime Cuba—whose still unresolved differences with the U.S. were the chief stumbling-block at the first NARBA sessions in Montreal last fall—was reported to have taken steps in another field which, observers felt, may substantially limit the commercial operations of her stations.

As a result of a Presidential decree, the stations were reported to be considering the idea of eliminating all political programs—hitherto a financial mainstay in Cuban radio.

The Presidential decree, somewhat similar to the equal-time provisions of U.S. radio laws, gives reply rights to any individual who considers that he has been slandered or libeled in a broadcast. The stations must grant reply time or face the penalty of loss of license.

Cuban stations are protesting that it is a function of the courts, not the government Radio Bureau, to decide when a person has been libeled. They also contend that radio time which already has been sold cannot legally be cancelled, which gave rise to the idea that in the future they may curtail or eliminate political programs.

President Goar Mestre of the CMQ network asserted that stations are "perfectly willing to permit anyone to reply to attacks on our broadcasts, and we have made it a habit to grant such time." His protest, he said, was directed against the use of an administrative body to decide questions of law which should be handled in the courts.

In Washington, meanwhile, Mexican Telecommunications Director Miguel Pereyra conferred last week with FCC and State Dept. authorities in informal discussions reportedly centering on border TV allocations (not a NARBA subject) as well as preparations for the NARBA conference itself [BROADCASTING, Aug. 14]. The NARBA sessions will be held in Washington, commencing Sept. 6.

U. S. Chairman Hyde told BROADCASTING the conversations with the Mexican official should prove helpful in the accomplishment of a successful conference. Participation of the Mexican delegation, he asserted, should remove some of the uncertainties which existed in the Montreal proceedings when that nation found it impossible, because of other commitments, to be present.

Taking their turn at the mike during the opening ceremonies of WSGW are Arthur Treanor (l), 50% owner of WFDF Flint, Mich., and Mr. Booth.

WSGW SAGINAW

New Booth Outlet Opens

WSGW Saginaw, Mich., owned and operated by Booth Radio & Television Stations Inc., began operations Aug. 11 with a dedicatory program including addresses by Mayor Koepke and John L. Booth, president of the Booth organization.

In his message, Mr. Booth termed radio as "the greatest means of news dissemination the world has ever known." He further stressed that WSGW looked upon good radio as "our opportunity and responsibility." In conclusion, Mr. Booth told of the station's application to the FCC for television facilities in Saginaw.

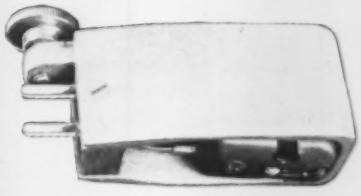
The new MBS outlet's general manager is Robert W. Phillips, who is also vice-president and director of the Booth enterprises. Other staff personnel include: Vincent Picard, sales manager; Eugene Ellerman, commercial manager; Jack Travers, chief engineer.

WSGW operates with 1 kw on 790 kc fulltime. Mr. Booth also is president and sole owner of WJLB-AM-FM Detroit and WBBC Flint.

NOW! an Adapter for your 9-A Equipment!

- No Need to Buy Costly Additional Arms and Equalizers
- Operates through your present 9-A Switch & Filter
- Replace Diamond or Sapphire Points yourself in a few minutes
- Better Fidelity—Less Needle Scratch—Higher Output

This G. E. RELUCTANCE HEAD and ADAPTER is interchangeable with any standard 9-A, which can continue to be used for Vertical or Lateral transcriptions. Impedances are matched. Available also in MICRO-GROOVE type if desired.



only $29.75

Sapphire point $2.10 add'l
—Diamond also available

Write or Wire...

BROADCAST SERVICE CO.

334 Arcade Bldg. St. Louis, Mo.

Cars keep rolling off line when parts "fly" to the job

Increased production at a West Coast assembly line caused a parts shortage. Shipment in transit was located at St. Louis in late afternoon and Air Expressed to coast. Delivered 5 A.M. next morning. Speed like this keeps production rolling, lets you meet every delivery date. The cost? Shipping charge for 50-lb. carton: $24.56.

You get door-to-door service *included* in the low rate. This makes the world's fastest transportation method convenient and easy to use. Specify it regularly to keep customer service high—and high-cost inventories low.

Shipments go on all Scheduled Airline flights. Speeds up to 5 miles a minute—dependable service, experienced handling. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Only Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

AIR EXPRESS
GETS THERE FIRST
AIR EXPRESS

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

CBS FALL PLANS
Western Radiomen Confer

SOME 50 CBS station and network executives from the western states and Alaska gathered at KCBS San Francisco Aug. 7 for their annual Program Promotion Clinic. Executives reviewed CBS' fall campaign plans and discussed individual and cooperative promotion techniques, with Louis Hausman, CBS sales promotion and advertising vice president, presiding, and Arthur Hull Hayes, CBS vice president and general manager of KCBS, serving as host to the group.

Meeting was given over mainly to round-table discussion and special talks by Mr. Hausman, Jules Dundes, sales manager of KCBS, and John Cowden, of CBS. Mr. Hausman also met to discuss station problems with individual personnel of the stations.

In attendance at the two-day session were: E. S. Mittendorf, KOPO Tucson; Eugene T. Flaherty, KSCJ Sioux City, Iowa; John F. Connors, KLZ Denver; John Asher, Ralph Taylor and William Tankersley, KNX Los Angeles; George Ketcham, KTUL Tulsa; Frank Webb, KFH Wichita; R. Lee Black, KIMA Yakima, Wash.; Paul R. Bartlett, KFRE Fresno; Graham Moore, KCBQ San Diego; Dorothy Fanning, KCMJ Palm Springs, Calif.; Sherrill Taylor, KSL Salt Lake City; Loren B. Stone, KIRO Seattle; Arthur L. Wilde, CBS; Edith Smith, KGDM Stockton, Calif.; Bill Ratcliffe, KROY Sacramento; F. E. Lackey, WHOP Hopkinsville, Ky.; Jim Manning, KXLY Spokane; A. J. Mosby, KGVO Missoula, Mont.; Dave McKay, KOLO Reno; James D. Russell, KVOR Colorado Springs; William T. Wagner, Alaska Broadcasting Co.; John Speer, WJEF Grand Rapids, Mich.; Charles H. Garland, KOOL Phoenix; John Cowden, Louis Hausman and Irving Fein, CBS; Don Quinn and Neil McIntyre, KXOC Chico, Calif.; Arthur Hull Hayes, Jules Dundes, Walter Conway, Evelyn Clark, Hank Basayne and Ann Dudley, all of KCBS.

BOSTON U. COURSES
Radiomen Named to Teach

NINE Boston radiomen will be among the instructors who will teach students of daytime and evening courses at Boston U.'s School of Public Relations during the coming academic year beginning Sept. 18. Operation of WBUR (FM), which devotes broadcasts to classical music and educational programming, will be one of the student activities, according to Dr. Daniel L. Marsh, university president, and Prof. Samuel B. Gould, director of radio speech and theatre.

Broadcasters appointed for the 1950-51 year include: Ronald Cochran, news editor, WCOP; Harold Dorschug, chief engineer, WEEI; Avner Rakov, music director, WBZ-AM-TV; Gene King, program manager, WCOP; John Wilkoff, promotion manager, WCOP; Colton (Chick) Morris, special events director, WBZ-AM-TV; Fred Garrigus, public affairs director, WEEI; John Maloy, former program director, WCOP and WEEI; Henry Lundquist, production manager, WCOP. Kelsey Sweatt, radio director, Massachusetts State Dept. of Education, and three others—a Boston attorney, newspaper drama critic, and professional makeup artist—also will serve as instructors.

WCSI (FM) Columbus, Ind., presented special award of Bartholomew County Foundation for Youth honoring station's services in promoting summer youth camp sponsored by foundation.

HOW LONG A WAIT?
Coy Cites Application Work

HOW LONG can an applicant nowadays expect to be kept waiting for FCC action on his application? FCC Chairman Wayne Coy gave the latest official estimate in his testimony on the McFarland Bill [BROADCASTING, Aug. 14] when he said:

At the present moment, under existing Commission procedure, it is estimated that the standard broadcast radio applications, which are being filed at the rate of approximately 30 to 40 per month, can be acted upon either by a grant without hearing or by designation for hearing within a period of six to eight months, depending upon whether or not such applications involve complicated engineering problems requiring extensive consideration by the Commission's engineering staff.

If a hearing is required an additional delay of six months or more results.

The period of time for consideration of FM applications is considerably less.

However, it is expected that with the resumption of processing of applications for television stations there will be a great many such applications, most of which will require a hearing, and that while such hearings can be designated within a comparatively short period of time after the filing of the application, the large number of hearings required will result in inevitable delay in reaching the final conclusion and additional periods of time may be inevitable if the Commission's appropriation for employing staff personnel is reduced below present levels.

. . . It must also be kept in mind that the Commission must perform other important functions in addition to passing on individual applications, such as rule-making and other regulatory functions. . . .

REGION REPORT
Nielsen Corrects Percentages

A. C. NIELSEN CO. research as of May 1 shows that the Northeastern states share of all radio radio homes is 27%, and that in this territory 26.8% of all radio homes have TV sets. The Nielsen Co. made this report to correct a previous report by regions [BROADCASTING, July 31].

The East Central states share of all radio homes is 21%, and 17% of the radio homes have TV. The West Central share of all radio homes is 17% and in this area 6% of all radio homes have TV. The Southern territory's share of all U. S. radio homes is 22% and in this area 4% of radio homes have TV. The Pacific area's share of all U. S. radio homes is 13%, and in this area 12.3% of the radio homes have TV.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

Now the improved

GL-2C39-A HIGH-MU LIGHTHOUSE TRIODE!

Crowns 15 years of General Electric research and development in closely-spaced planar tubes for microwave applications.

- Amplification factor 100.
- Plate dissipation 100 w.
- Top frequency above 2,500 mc.
- Meets JAN specifications.

HERE is notable G-E design progress over earlier Lighthouse Types GL-2C38 and GL-2C39, which in turn originated in the laboratories of General Electric Company as the fruition of many years of tube pioneering work.

Newest, most efficient of planar types that make real the vast possibilities of the microwave regions, the GL-2C39-A combines physical compactness (2¾ by 1¾ inches) with excellent characteristics as a power amplifier, oscillator, or frequency multiplier.

Important fields of use—where the GL-2C39-A's suitability is so marked that designers are making this fine tube their first choice—include:

- **Aircraft traffic and location controls**
- **Broadcast relay equipment**
- **Microwave test apparatus**
- **Military communications**
- **Utility telemetering and communication systems**

On these . . . and other . . . applications, General Electric tube engineers will be glad to work closely with you, and with the men at your drawing-boards who handle the details of circuit design. G-E experience with u-h-f types that goes back nearly two decades, and includes countless individual applications, is yours for the asking.

Phone, wire, or write for immediate response to your inquiry about the price of the GL-2C39-A, or for performance facts beyond those given in the right-hand column. Address *Electronics Department, General Electric Company, Schenectady 5, New York.*

GL-2C39-A

ELECTRICAL CHARACTERISTICS

Cathode	coated unipotential
Heater voltage	6.3 v
Heater current	1.0 amp
Amplification factor, average	100
Direct interelectrode capacitances, average:	
Grid-plate	1.95 μμfd
Grid-cathode	6.50 μμfd
Plate-cathode	0.035 μμfd
Transconductance, average (I_b = 70ma, E_b = 600 v)	22,000 μmhos

MAX. RATINGS, R-F POWER AMPLIFIER SERVICE

D-c plate voltage	1,000 v
D-c cathode current	125 ma
D-c grid voltage	—150 v
Peak positive r-f grid voltage	30 v
Peak negative r-f grid voltage	—400 v
Plate dissipation	100 w
Grid dissipation	2 w

GENERAL ELECTRIC

180-J3

Attention!

Here's the World's Champ hypo for spot

For further details on **tello-test**, consult the radio stations below, or get in touch with America's "hep" radio representatives who know that TELLO-TEST hypos ratings, and is a fertile field for national spot business.

For tello-test's SUCCESS STORY, write Walter Schwimmer, Pres.
Radio Features, Inc., 75 E. Wacker Drive, Chicago 1.

tello-test stations

(by the time this goes to press, we will most likely have added a dozen more!)

Albany, N. Y.	WROW	Cartersville, Ga.	WBHF	Fulton, N. Y.	WOSC
Allentown, Pa.	WKAP	Casper, Wyoming	KVOC	Gainesville, Fla.	WRUF
Altoona, Pa.	WJSW	Cedar Rapids, Iowa	KCRG	Grand Forks, N. D.	KILO
Ames, Iowa	KASI	Charleston, So. C.	WUSN	Grand Rapids, Mich.	WFUR*
Asbury Park, N. J.	WJLK	Chicago, Ill.	WGN*	Grand Rapids, Mich.	WOOD
Asheville, N. C.	WWNC	Chicago, Ill.	WGN	Green Bay, Wis.	WDUZ
Atlanta, Ga.	WAGA	Cincinnati, Ohio	WKRC	Greenville, S. C.	WMRC
Atlantic City, N. J.	WMID	Cleveland, Ohio	WJW	Honolulu	KPOA
Augusta, Ga.	WGAC	Cloquet, Minn.	WKLK*	Hattiesburg, Miss.	WHSY
Augusta, Maine	WRDO	Columbus, Ga.	WGBA	Hayes, Kansas	KAYS
Austin, Minn.	KAUS	Concord, N. C.	WEGO	Horneli, N. Y.	WWHG
Baltimore, Md.	WITH	Crookston, Minn.	KROX	Hudson, N. Y.	WHUC
Bangor, Maine	WLBZ	Dayton, Ohio	WING	Hartford, Conn.	WONS
Battle Creek, Mich.	WELL	Denver, Colo.	KFEL	Indianapolis, Ind.	WIBC
Beaumont, Texas	KPBX	Des Moines, Iowa	KRNT	Jackson, Miss.	WRBC
Beckley, W. Va.	WWNR	Detroit, Mich.	WJBK	Johnstown, Pa.	WCRO
Benton Harbor, Mich.	WHFB	Duluth, Minn.	WDSM	Kansas City, Mo.	WHB
Biddeford, Maine	WIDE	Durango, Colo.	KIUP	Kingston, N. Y.	WKNY
Biloxi-Gulfport, Miss.	WLOX	Eau Claire, Wis.	WBIZ	Kittanning, Pa.	WACB
Binghamton, N. Y.	WENE	Elizabeth City, N. C.	WGAI	Knoxville, Tenn.	WROL
Birmingham, Ala.	WSGN	El Paso, Texas	KTSM	LaCrosse, Wis.	WLCX
Bloomsburg, Pa.	WCNR	Evansville, Ind.	WJPS	Lafayette, La.	KVOL
Boston, Mass.	WNAC	Fargo, N. D.	WDAY	Las Vegas, Nevada	KLAS*
Bridgeport, Conn.	WICC	Flint, Mich.	WBBC*	Laurel, Miss.	WLAU
Bristol, Tenn.	WOPI	Flint, Mich.	WTAC	Lewistown, Pa.	WMRF
Buffalo, N. Y.	WKBW	Fort Wayne, Ind.	WKJG	Liberty, N. Y.	WVOS

* broadcasting TUNE-TEST, the show that gives TELLO-TEST a terrific run for the money!

† **Don Lee Network.**

TIME-BUYERS ABOUT TO PLACE SPOT RADIO BUSINESS FOR FALL—

for spot radio **results!**

tello-test

syndicated on over 250 radio stations coast-to-coast, is the radio show with America's top listenership ratings, plus a record for sales results that will knock your eye out!

TELLO-TEST is the granddaddy of all telephone quizzes—the show that started the craze for give-aways.

If you are buying spot radio programs or spot announcements for fall—check the following radio stations first before you complete your schedules. If there are availabilities in TELLO-TEST in any of these markets, you're lucky . . . and your sales will hit the jackpot!

Little Rock, Arkansas	KARK
Lock Haven, Pa.	WBPZ
Logansport, Ind.	WSAL
Los Angeles, Calif.	KHJ†
Louisville, Ky.	WKLO*
Louisville, Ky.	WLOU
Lebanon, Pa.	WLBR
Macon, Ga.	WNEX
Madison, Wis.	WISC
Marion, Ill.	WGGH
Martinsburg, W. Va.	WEPM
Memphis, Tenn.	WMPS
Merrill, Wis.	WLIN
Miami, Fla.	WGBS
Michigan City, Ind.	WIMS
Milwaukee, Wis.	WISN
Minneapolis, Minn.	KSTP
Minot, N. D.	KLPM
Moline, Ill.	WQUA
Montgomery, Ala.	WMGY
Montreal, Canada	CFCF
Mt. Carmel, Ill.	WVMC
Muskogee, Okla.	KBIX
Nashville, Tenn.	WLAC
Neenah, Wis.	WNAM
Newburgh, N. Y.	WGNY
New Orleans, La.	WDSU
Newport News, Va.	WGH
New York, N. Y.	WOR
Ogden, Utah	KOPP
Oklahoma City, Okla.	KOMA
Ottumwa, Iowa	KBIZ
Oneonta, N. Y.	WDOS
Orangeburg, So. C.	WRNO
Peoria, Ill.	WIRL
Philadelphia, Pa.	WIP
Pine Bluff, Ark.	KOTN
Pittsburgh, Pa.	KDKA
Portland, Maine	WCSH
Portland, Oregon	KGW*
Portland, Oregon	KPOS†
Pottsville, Pa.	WPAM
Poughkeepsie, N. Y.	WKIP
Providence, R. I.	WEAN
Reading, Pa.	WRAW
Roanoke, Va.	WSLS
Rochester, N. Y.	WHAM
San Francisco, Calif.	KFRC†
St. Louis, Mo.	KXOK
Saginaw, Mich.	WSAM
Salt Lake City, Utah	KUTA
Savannah, Ga.	WTOC
Seattle, Wash.	KVI†
Shamokin, Pa.	WISL
Sheboygan, Wis.	WHBL
Shreveport, La.	KTBS
Sioux City, Iowa	KSCJ
Sioux Falls, So. D.	KSOO
Spokane, Wash.	KHQ
Springfield, Mo.	KTTS
Springfield, Ohio	WIZE
Steubenville, Ohio	WSTV
Syracuse, N. Y.	WSYR
Topeka, Kansas	WREN
Tulsa, Okla.	KTUL
Valley City, N. D.	KOVC
Victoria, Texas	KNAL
Vineland, N. J.	WWBZ
Warsaw, Indiana	WKAM
Washington, D. C.	WWDC
Washington, D. C.	WWDC*
Watertown, N. Y.	WATN
Wheeling, W. Va.	WWVA
Wichita, Kansas	KFH
Worcester, Mass.	WAAB
York, Pa.	WSBA
Youngstown, Ohio	WFMJ
Zanesville, Ohio	WHIZ

plus complete Don Lee Network.

editorial

Business, As Usual

DESPITE the fact that some people have counted radio out or at least wobbling, there is every indication that broadcasting is headed for a record volume this fall.

The nationwide report appearing in this issue forecasts favorable times ahead for AM.

There is unanimous belief that spot broadcasting this fall will exceed the levels of last year. And, although network advertising volume so far sold for October is about 90% of the business that was actually on the air in October of 1949, the chances are good that within the next month and a half new sales will make up the difference. The chances are almost as good that network volume in October will exceed that of October 1949.

These do not seem to be the measurements of an expiring medium.

One factor of uncertainty that exists in radio, as in most other businesses, is the nation's semi-war status. So far the effects of increased government buying in the shift toward a war economy have been almost negligible so far as radio advertising is concerned.

Television and the war notwithstanding, radio business looks fine.

Gross Up; Net Down

THERE'S a lesson in simple economics to be gleaned from the new Doherty-Baker study of station operations last year. Station income was up, but high operating costs reduced profits before taxes to the lowest point in history.

Richard P. Doherty, NAB Employe-Employer Relations director, is telling this story graphically to broadcasters attending the current series of district meetings. Overhead absorbed 85.3% of revenue of average stations in the black, leaving 14.7% as the margin before taxes. Previous high was 83% in 1938.

Nearly one-third of the stations on the air in 1949 were in red ink. Not all of them were post World War II newcomers. About 17% had been on the air 10 or more years.

These figures probably come as no surprise. Well-managed stations, using stringent cost control, have suffered no serious reverses.

The future, however, is not easily predicted. It is impossible to ascertain what the wartime economy will bring. Man-power shortages are ahead. Overhead items may go higher. But wind-fall business should increase—if business follows the pattern of World War II.

The printed media many months ago abandoned the traditional "circulation" yardstick as the basis for pegging space rates. They have resorted to operating costs as the denominator. Numerous consumer publications have announced substantial rate increases. Newspapers are following suit.

Radio, on the other hand, finds itself battling the organized national advertisers against a rate decrease. Radio points not only to increased overhead, but to increased circulation. Ten million new receivers will have rolled off the production lines by the year's end, as against six million TV receivers.

It seems preposterous—a campaign for decreased radio rates, while the competitive printed media increase theirs, so far without a murmur of complaint. That's because the newspapers and magazines have sold themselves in the post-war years, while radio has coasted. Radio's story is expanded circulation and *results*. The story cannot tell itself.

Blunt Weapons

THERE ARE many conspicuous weak points in the argument advanced by the Assn. of National Advertisers in its drive to depress radio rates. The weakest, perhaps, is that it hasn't sold its own membership on the validity of its case. One national account, which must remain nameless, laments the use of "blunt weapons" by its parent association. Says this important national advertiser:

It is a fact that radio reaches more consumers per dollar than any other good medium I have encountered during years in the advertising business.

Nowhere did ANA mention any comparison of radio costs with those of other media. It is hard to believe that this was accidental.

A study made by NBC in the Boston market last May is illustrative of the trouble the ANA would have borrowed if it had ventured into the ticklish discussion of the relation of radio costs to those of newspapers, magazines and TV. Cost-per-thousand listeners to radio or TV or noters of a printed ad in Boston was $1.82 for radio, $3.33 for TV, $3.43 for *Life* magazine, $3.59 for *This Week* magazine and $3.95 for the *Boston Post*. A survey by KTUL in Tulsa produced corresponding results.

If it had considered these statistics, the ANA committee would have found it impossible to justify the 20% cut proposed in night rates on NBC's affiliate in Boston. A 100% increase would have been more like it.

ANA's obvious reluctance to compile statistics comparing radio with other media should encourage broadcasters to speak up to this point as often and as vehemently as they can.

This ANA campaign may teach broadcasters (networks and stations alike) a lesson not yet learned. They may discover the value of their medium, and charge accordingly.

UN's Inside Story

RADIO ACTION speaks louder than its words. This has been demonstrated these past three weeks in the broadcasts and telecasts of the United Nations Security Council.

The spontaneous reaction has been tremendous. Newspapers which have berated radio and TV for their programming have acclaimed networks and stations — both AM and TV—in bringing to the nation the spectacle of Security Council debates under the gavel of Russian's truculent Jacob Malik.

Millions of Americans, to whom international affairs always have been remote, ethereal power politics, have acquired a new and appalling concept of world intrigue. They know now that the Soviets are the great threat to world peace and that unless they are checked a third World War is inevitable. They know now the difficulties which have confronted the United States in its foreign policy with Russia since the days of Yalta.

The aroused public opinion resulting from the UN radiocasts may not sway the Kremlin. But they have gone a long way toward convincing America and the non-Red world that Russia does not want peace.

Radio and TV, perhaps unwittingly at the outset, have performed probably the most outstanding public service in history. If radio had been at the peace table in 1945, the spectre of another war might not confront us today.

If there were trigger-happy militarists, who at the outset of the Korean war, felt that TV and perhaps radio would be expendable in a war economy, they doubtless have now altered their concepts. Never has there been a more powerful demonstration of radio's prowess as a weapon.

our respects to:

KLAUS LANDSBERG

WHEN the history of television is chronicled, the name of Klaus Landsberg is certain to figure prominently. Program-wise and technical-wise, TV in the United States and Europe owes a great deal to the man who now bears the title of vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood.

Though only in his middle 30's, Mr. Landsberg is recognized as a pioneer in the industry, having been actively engaged in video for more than 16 years. Besides many technical inventions and improvements, credits list direction and production of more than 2,000 separate telecasts, including over 300 remotes.

Mr. Landsberg lays claim to many video "firsts." With Jack O. Gross, president and general manager of KFMB-TV San Diego, he inaugurated the West Coast's first video net-

(Continued on page 57)

Static and Snow

By AWFREY QUINCY

BETWEEN the dark and the daylight as the toilers homeward scour
There used to be a segment long known as the CHILDREN'S HOUR.
Once it was Injuns and cowboys, monkey-men, pirates and planes;
Burglars, brigands and decoys, hoodlums and cops matching brains.
Atoms, missiles and rockets, space ships to Venus and Mars
Constantly stretching their dockets to take in all planets and stars.
Somehow the appetite jaded, somewhere the thrill ran out,
As juvenile interest faded and taste took a turnabout.
A most surprising transition, as the pendulum rapidly swung
And kid thrillers got competition from programs not meant for the young.
Programs of mystery and murder, vivid, abnormal and chill,
Bizarre, absurd and absurder, as writers reached limits of skill.
There was gnashing of teeth and wailing that morals had hit the skids
But most of those doing the flailing never bothered to raise any kids.
For while millions of youngsters were listen-

(Continued on page 55)

LOCAL ADVERTISERS BUY *knowmanship!*

Top automobile dealer and giant department store choose WFAA-created programs for television advertising

Because of WFAA's reputation for knowmanship in creating programs that sell, its locally produced shows, "The Early Birds" and "Webster Webfoot," were first choice of the Earl Hayes Chevrolet Company and Sanger Bros., Dallas, for televising.

Sanger Bros. bought the 5:30-6:00 spot, Monday through Friday, for talking duck "Webster Webfoot," and Earl Hayes who sponsors "The Early Birds," radio's oldest breakfast-time variety show, now presents them on television six nights a week.

WFAA

820 KC-NBC • 570 KC-ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WHERE YOUR ADVERTISING DOLLAR BUYS MORE . . . . . WFAA

Martin B. Campbell, General Manager

CHANNEL EIGHT . . .

DuMont, Paramount network affiliations now . . . NBC, ABC soon

WFAA-TV

WHERE SEEING IS SELLING

JOHN E. SURRICK, sales director WFIL-AM-TV Philadelphia, to WFBR Baltimore, Md., as vice president and general manager.

DUDLEY TICHENOR, WKBW Buffalo, N. Y., sales manager, to KANS Wichita, Kan., as general manager.

BOYD PORTER Jr., commercial manager KIOX Bay City, Tex., to KVRH Salida, Col., in similar position.

Mr. Tichenor

WXRA and WXRC(FM) Buffalo, N.Y., appoint Wm. G. Rambeau Co. as national spot representative for Niagara Frontier market.

R. J. MEYERS, director of national sales WKY Oklahoma City, to assistant to manager KLRA Little Rock, Arkansas. CLARA LOUISE PRUESS, traffic manager WKY to KLRA as secretary to manager.

LEW STERNS, salesman Radio Specialties Co., L.A., and EDMUND LYTLE, West Coast manager Wm. G. Rambeau Co., to KECA and KECA-TV Hollywood, respectively, as account executives. Mr. Sterns was with KXLA Pasadena, and KOWL Santa Monica, as account executive. Mr. Lytle was with KTKN Ketchikan, Alaska, as general manager, and WHAM Rochester, N.Y., as supervisor of announcers. He replaces OWEN JAMES, resigned.

DICK WELLS, manager Upper Michigan-Wisconsin Broadcasting Co. (owner WATW Ashland, Wis., WJMS Ironwood, Mich.), to WLBK DeKalb, Ill., as general manager. Was network announcer NBC Chicago.

PAUL W. COLLIN, assistant sales manager WJBC Bloomington, Ill., to WMAW Milwaukee as account executive. Was traffic manager ABC Central Division Chicago.

LEONARD P. FRANKEL, sales manager WEW St. Louis for past seven years, resigns. No future plans announced.

BILL TRADER, L.A. agency and broadcasting account executive, and

front office

CLINT NOEL, KDYL Salt Lake City, to KTED Laguna Beach, Calif., sales department.

ARDELL GARRETSON, WKY-TV Oklahoma City sales department named local sales manager. JACK HAUSER transferred from WKY-TV production staff to commercial department.

ROBERT MEEKER Assocs., N.Y., appointed national sales representative for WKNY Kingston, N.Y., effective Aug. 24.

KENDALL CRANE, professor of radio writing and production Duquesne U., Pittsburgh, named manager WDUQ (FM), school's outlet, in addition to present duties. Succeeds REV. J. A. LAURITIS.

ED BROWNING, CBS, to sales department WSSB Durham, N. C.

JOSEPH J. BURTON, promotion director *Washington Daily News*, to WWDC-FM Washington as account executive. MANUEL MIKELSON, WWDC continuity editor, to account executive, WWDC-FM.

EDWARD M. GUSS promoted to station director WGVM Greenville, Miss.

JIM HARVEY, new to radio, to KWTC Barstow, Calif., as commercial manager.

ROBERT L. BALFOUR, general manager Forjoe & Co., Chicago, Aug. 14 reported for active Navy duty in S.F. as lieutenant commander. Was vice president-general manager Booth radio stations in Michigan

a stick on a picket fence...

Static and Snow

(Continued from page 52)

ing, disaster somehow never came,
And as innocent eyes were glistening the country went on just the same.
Meanwhile, TV had begun major efforts to make children jolly
And furnishing juvenile fun was *Kukla, Fran & Ollie.*
Ollie just reeking with bluster, Kukla so eerie and fey,
The glamorous Fran shedding luster on all that motley array.
A program which keyed its appeal to growing girls and boys,
To whom the puppets seemed real, sharing their sorrows and joys.
Came now an aspect amazing, far-reaching in its results,
As suddenly oldsters went gazing, at programs not meant for adults.
Fond parents, uncles and aunts, in flight from melancholy,
Found whimsy which thrills and enchants, watching *Kukla, Fran & Ollie.*
So emerges a strange situation unbalanced, confusing and queer,
Defying classification, most difficult to make clear.
For with puppets amusing the grown, while murder and mystery still flower,
The Thin Man, Sam Spade or Malone couldn't find that CHILDREN'S HOUR.

and general manager WBBC Flint, Mich. **WILLIAM WYATT**, Forjoe, N.Y. office, succeeds him in Chicago.

JIM BLACK, time salesman, to WCPO-AM-FM-TV Cincinnati, from WMPS Memphis.

L. D. (Bill) LARIMER, ABC Western Division account executive, named sales manager ABC Hollywood and National Spot Sales of network's Western Division. Continues to report to **ROBERT LAWS**, general sales manager ABC Western Division. Prior to joining ABC in 1948 Mr. Larimer was with CBS Chicago Radio Sales, as account executive, and before that with CBS Hollywood as manager Radio Sales.

Mr. Larimer

RICHARD EDWARD DRUMMY Jr., WOW Omaha TV representative, to Dallas office Edward Petry & Co. as radio-TV time salesman.

JOHN MARKEY, Charles Ross Adv., L.A., to KNBH (TV) Hollywood as account executive.

RICHARD A. CARROLL, commercial manager WOKZ Alton, Ill., to sales staff WIL St. Louis. Was with WFRL Freeport, Ill., and WEAU Eau Claire, Wis.

EDWARD BROWNSTEIN to sales executive WKRC-TV Cincinnati. Was with WHAS and WKLO Louisville.

PAUL H. RAYMER Co. moves Detroit office to 2949 Penobscot Bldg., effective Sept. 1.

VERN LINDBLADE, for 13 years KFAC Los Angeles account executive, to KFVD same city as commercial manager.

STAN SIEVERS, station supervisor WDGY Minneapolis, to KCNI Broken Bow, Neb., as manager and program director. **VIRGIL CUCKLER**, former manager KCNI, returns to U. of Nebraska.

Personals . . .

WILLIAM T. KEMP, president and general manager KVER Albuquerque, N. M., and president Great West Co., applicant Cheyenne, Wyo., named chairman business division to raise $1 million for new wing at Southwestern Presbyterian Hospital, Albuquerque. . . . **EDGAR B. STERN Jr.**, partner WDSU-AM-FM-TV New Orleans, father of boy, July 28. . . . **CHARLES COWLING**, director national sales, KMPC Hollywood, on three-week business trip visiting representatives of national agencies in N.Y., Chicago, Detroit and Cleveland. . . . **LAMAR A. NEWCOMB**, general manager WFAX Falls Church, Va., father of girl, Doris Nell.

BILL SCHROEDER, general manager WOOD Grand Rapids, Mich., father of girl, Sally, Aug. 13. . . . **ANGUS D. PFAFF**, vice president and general manager WNMP Evanston, Ill., named deputy supervisor Chicago's north observation post, aircraft warning service. . . . **FRANK MURRAY**, salesman H. N. Stovin & Co., Toronto station representative, father of boy, Aug. 10.

GEORGE E. STERLING, FCC Commissioner, tentatively slated to address banquet meeting of Institute of Radio Engineers West Coast Convention Sept. 15 at Long Beach, Calif. . . . **EDWARD LAMB**, owner WICU (TV) Erie, Pa., WTVN (TV) Columbus, Ohio and WTOD Toledo, in Europe to report on conditions in Germany, France, England, Italy and Portugal. He will send film back to U. S. for showing on his TV stations. Also publisher *Erie* (Pa.) *Dispatch.*

Remember the staccato clatter of a stick, drawn along a picket fence on a quiet Sunday afternoon? Not exactly melodious, was it? But melodious or workaday, sound is a continuous phenomenon of our lives. It can be as trivial as the rata-tat on a picket fence or historic as a declaration of war. Preserving sound, in any of its billions of combinations, is the job of PRESTO recorders. They achieve it with an accuracy, dependability and fineness no other recording equipment ever built can surpass.

Disk or tape, PRESTO superiority is logical. For no other recording instrument is designed so skilfully, machined with such exactness, as PRESTO. When you entrust your recording assignments to a PRESTO, you have called wisely upon the best there is.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Quebec
Overseas: M. Simons Company, Inc., 25 Warren Street, New York, N. Y.

air-casters

JOHN KEYS, assistant manager NBC press department for seven years, to manager advertising and promotion for WMAQ (AM) and WNBQ (TV), NBC O & O outlets in Chicago. Succeeds **HAROLD A. SMITH**, manager network advertising and promotion at NBC Chicago.

BOB RIERSON, production manager WBT Charlotte, N. C., named assistant program manager, working under **KEN TREDWELL**, program manager. Has been with station for two years.

Mr. Rierson

BOB EVANS, continuity editor WSSB Durham, N. C., to program director. **PAT MILLER**, WBTM Danville, Va., to WSSB as disc jockey. **GERALD HARRIS** named music librarian. **JIMMY CLARK** appointed chief announcer.

GREG GARRISON, ABC-TV producer in Chicago, to NBC-TV New York next month as staff director. Expected to handle *Kate Smith* video series. He now directs *Super Circus*.

JOHN TANSEY, production manager WRVA Richmond, Va., to newly created assistant program manager post. **WILLIAM R. PRESTON**, program and production manager WRVA-FM, named production manager.

DON OTIS, KLAC-TV Los Angeles disc m.c., tomorrow (Aug. 22) starts new hour weekly show on station emanating from Hollywood Palladium. Band currently playing at dance hall will be featured on show.

MAX HUTTO, NBC producer-director, named producer NBC *Fibber McGee & Molly*, going on air Sept. 19 for Pet Milk.

CARL LIVINGSTON, program director KTRY Bastrop, La., to WGVM Greenville, Miss., in similar capacity. **CHUCK ALLEN**, WJMB Brookhaven, Miss., to WGVM program department.

DAVE CHAPMAN, KCMC Texarkana, Tex., to KTFS Texarkana, as program manager replacing **LES EUGENE**, retired from radio.

CHARLOTTE MORRIS, Photo and Sound, S.F., to production staff KPIX (TV) San Francisco.

EARL POPP, Ithaca (N. Y.) College Radio Workshop graduate, to WHUM Reading, Pa., as announcer.

RICHARD J. GOGGIN, senior TV director ABC Hollywood, takes leave of absence to join teaching staff U. of California Extension, L. A.

GLEN STUTZMAN, program director KCNI Broken Bow, Neb., to National Guard, expecting regular military service soon.

LOU GOLSON, graduate American U., Washington, to announcing staff WFAX Falls Church, Va.

JAMES ROBERTSON, WWDC Washington music librarian, to continuity editor, replacing **MANUEL MIKELSON** (see FRONT OFFICE). **PHYLLIS ROLAND**, traffic manager WWDC, resigns from radio. Succeeded by **MILDRED SCHELLINGER**.

MONETTE SHAW, women's editor KABC San Antonio, joins cast *Your TV Shopper*, Thurs., 2:30-2:45 p.m., KEYL (TV) same city, in addition to present position.

BOB AMSBERRY, conductor KEX Portland, Ore., children's show, called to active duty in U. S. Marine Corps.

ROD MITCHELL to assistant program director WCBS-TV New York. He joined CBS in 1941 as announcer and producer of shortwave programs, was program manager WLAN Lancaster, Pa., for three months, returning to CBS as assistant director of network television shows.

EDGAR G. WILL Jr., WACO Waco, Tex., announcer, to radio department Miami U., Oxford, Ohio. Work will include teaching and supervision of campus AM-FM stations.

PHIL SCOTT, KRUX Phoenix, Ariz., to KTED Laguna Beach, Calif., as disc jockey and staff man.

EARL W. STEIL to program director WARC Rochester, N. Y. Was with CBS New York, KMOX St. Louis and WCCO Minneapolis.

BETTY BLIGH, singer, signed for KNBH (TV) Hollywood *Club Celebrity*.

PATRICIA SHEERAN, WKLA Ludington, Mich., staff, to WLWT (TV) Cincinnati continuity staff. Was "Terry Lee," night disc jockey, at WJLS Beckley, W. Va.

DWIGHT CAPPEL, conductor *Collector's Corner*, WWSW Pittsburgh, named director of record library.

FRED HECKMAN, Ithaca (N. Y.) College Radio Workshop graduate, to WENE Endicott, N. Y., as announcer.

ARCHIE REAVES, traffic department WRVA Richmond, Va., father of girl, Faye Carole.

VIRGIL ROYER, staff announcer WCSI (FM) Columbus, Ind., and Deloris Harms announce their marriage.

DON McLEOD, disc jockey WJBK Detroit, father of girl, Carol Ann, July 31.

MEREDITH WILLSON, composer, musical director and star of Falstaff Brewing Corp. transcribed series, *Sociables*, named musical director of California Centennials Commission, *The California Story*, Sept. 8-12.

W. BARRY CASSELL Jr., staff announcer WAAM Baltimore, father of boy, W. Barry III, Aug. 10.

PAT ST. CLAIR, assistant in ABC Chicago press department, and Joe McLaughlin announce their marriage.

News . . .

GENE WHITAKER, disc jockey WSSB Durham, N. C., named news editor and INS news correspondent for area.

EWING CANADAY, WKY Oklahoma City news department, named newsroom supervisor, succeeding **BRUCE PALMER**, resigned to become public relations manager for local oil firm.

RAY WALTERS, recent graduate Rutgers U. and newscaster WBST there, to news staff WMTR Morristown, N. J.

PATRICK J. McGUINNES, news and sports director WATL-AM-FM Atlanta, Ga., resigns to enter public relations in Miami, Fla. No successor named.

KAY MARTIN, local news editor WTMA Charleston, S. C., resumes her duties after attending NBC-Northwestern U. Summer Radio Institute, Chicago.

WALLY AUSLEY, program and sports director WSSB Durham, N. C., to WBTM Danville, Va., sports department.

JAY BARRINGTON to WDAF-TV Kansas City, Mo., as sportscaster-announcer. Graduate Northwestern U.

MARK WEAVER, newscaster WKY Oklahoma City, to news director KLRA Little Rock, Ark.

LEON DORAIS, CARL F. RANDALL, HARRY FISS, FRANCIS HARR, WALTER T. MILLS and **C. T. ANSON**, all from N. Y., Hollywood and S. F. stations and newspapers, to KCBS San Francisco to handle expanded news operation.

HARRY W. FLANNERY, KLAC-TV Hollywood newscaster, named first vice president American - Christian Palestine Committee, L. A.

BOB LINDSAY, news editor WKOW Madison, Wis., leaves Sept. 15 for active duty in organized Marine Corps Reserve.

CHARLES A. FRANDOLIG, Galveston, Tex., *News Tribune*, to WOAI San Antonio news staff.

ROBERT TRUERE, news director WCSC Charleston, S. C., father of girl, Joyce Rosalyn, Aug. 3.

HARVEY CHESTER, newscaster WLAW Lawrence, Mass., father of girl, Sandra Marie, Aug. 9.

Korea Report

WHEN George Grim, newscaster-analyst for WCCO Minneapolis and columnist for the *Minneapolis Tribune*, appeared in the city's Powderhorn Park a fortnight ago, 20,000 people gathered to hear him report on his experiences as correspondent on the Korean front. Speaking from the bandstand, Mr. Grim told his audience of the obstacles American troops are facing in Korea and urged all-out support on the home front. Powderhorn Park authorities said it was the biggest crowd in the park's history.

SERVING
- Saginaw
- Bay City
- Midland

with NBC for Northeastern Michigan

ASSURED AUDIENCE!
COMPLETE COVERAGE!
PROVEN RESULTS!
LOW COST!
Definitely!

WSAM
SAGINAW

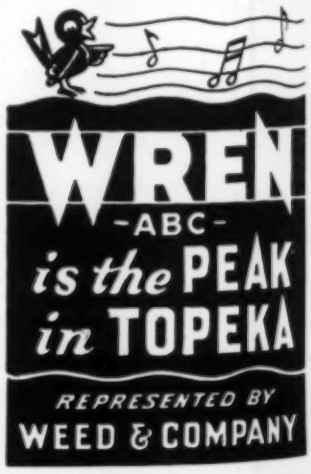
The *Only* Radio Station in the rich "THUMB" area of Michigan

WLEW
BAD AXE

SAGINAW BROADCASTING CO.
RADIO BUILDING, SAGINAW, MICHIGAN
Headley-Reed, National Representatives

THE GREAT LAKES NETWORK
"Coverage That Counts"

WOAP AM-FM	WLEW	WSAM AM-FM	WFYC
Owosso	Bad Axe	Saginaw	Alma



Respects

(Continued from page 52)

work when on May 16, 1948, direct program pick-up service between that station and KTLA began.

First West Coast video transcription service was started by Mr. Landsberg on March 4, 1949, and KTLA still syndicates many programs.

The Landsberg story started in Germany. Born in Berlin on July 7, 1916, Klaus Landsberg's interest in radio was quite apparent as a boy of 9 years old. Most of his spare time was spent building radio sets from everything imaginable. At 16 he amazed science-minded Germans by building the most effective shortwave receiver set ever conceived, using then less tubes than ever before thought possible. For this achievement, he won first prize at a national exhibition.

He celebrated his 18th birthday by becoming assistant to Professor Faerber, European pioneer and director of one of the first TV laboratories in the world.

It was during this association with Prof. Faerber in Czechoslovakia that the youthful Landsberg designed mechanical and early cathode-ray tube TV equipment. He also lectured throughout Europe on video principles and gave many of the first demonstrations of such equipment during this time.

Obtained Two Degrees

Despite his many activities in radio and TV, education and cultural training were not neglected. He obtained two degrees—Electrical Engineer and Communications Engineer — from Polytechnical Institute in Czechoslovakia in 1936. Prior to that he had studied in various colleges of Holland and Germany. He later took post-graduate work at the U. of Berlin.

Mr. Landsberg combined still another activity into his busy schedule. He learned to play four musical instruments—violin, piano, accordion and drums. He also became such a proficient skiier that he was featured in exhibition skiing in several European movies.

Having become a recognized authority on video, Mr. Landsberg was called upon in 1936 to assist in the history making telecast of the Berlin Olympic Games, an event that marked TV's rounding of one of the proverbial corners.

It was a year later that he was appointed laboratory engineer and assistant to Prof. Dr. Arthur Korn, inventor of picture telegraphy. During this association the young engineer created many new electronic devices. Most outstanding was an electronic aid to navigation and blind landings, considered so vital that the Third Reich declared it a military secret. But Mr. Landsberg was determined to destroy it as a Nazi weapon, and he did.

This basic radar principle in 1937 became Klaus Landsberg's passport to America—a story in itself which has the dramatic impact of a thriller. He became a citizen of the United States on Jan. 8, 1943.

Farnsworth Television Inc. hired Mr. Landsberg as television development engineer in Philadelphia in 1938, shortly after his arrival in the United States. A year later he shifted to NBC New York TV division. And it was during this period that Mr. Landsberg helped NBC make possible the first public TV demonstrations in the United States at the New York World's Fair.

Recognizing his qualifications, Allen B. DuMont signed him as television design and development engineer for the New York DuMont Laboratories, pioneer TV organization. There he supervised technical operations of the television unit at U. S. Army maneuvers in Canton, N. Y., and put in readiness WABD (TV) New York, owned and operated by Allen B. DuMont Labs Inc. He also assisted in producing the first programs for this station.

Made Next Move

Paramount Pictures Corp., DuMont stockholder and Mr. Landsberg's next move, was a natural culmination of his two years activities with the latter firm. He was sent to Hollywood in late summer of 1941 to organize W6XYZ (now KTLA), the Paramount Pictures TV station.

W6XYZ operated five years on an experimental basis before it became KTLA in January 1947, Los Angeles' first commercial TV station and now a profitable operation—in the black [TELECASTING, Feb. 20].

Mr. Landsberg knows no schedule for himself and he constantly keeps his fingers on the pulse of KTLA activity. He can work around the clock without a stop and has done it many times. In addition to duties entailed as general manager of KTLA and vice president of Paramount Television Productions, he personally produces and directs many KTLA programs, all special events and most of the station's remote telecasts.

Many Honors Conferred

Many are the honors conferred upon Mr. Landsberg as general manager of KTLA. In 1944 he was given the Television Broadcasters Assn. award for adaptation of motion picture technique to TV; 1945 brought the American Television Society award for continued excellence in TV production; TBA again honored him in 1946 with the Gold Medal for outstanding public service contribution to TV. When Academy of Television Arts & Sciences made its first annual "Emmy" awards for 1948, Mr. Landsberg and KTLA received the lion's share. Similar honors were conferred on him and KTLA by that same group for 1949. Various national publications have also presented him with awards.

Television is his hobby as well as his vocation, Klaus Landsberg says. Recreations include skiing, ice hockey and sailing, but he admits having little spare time.

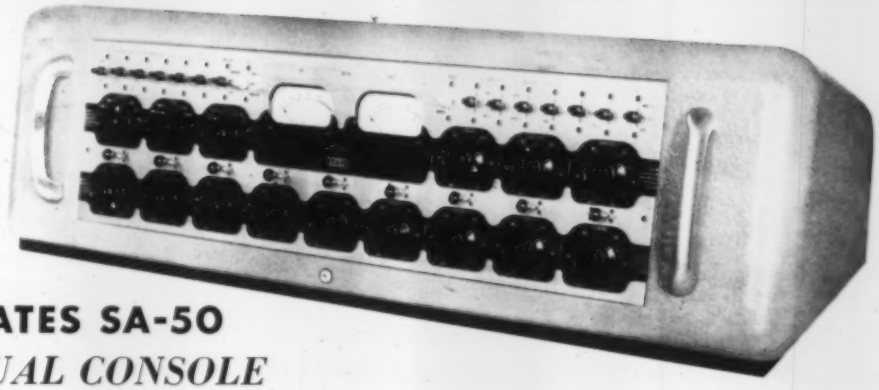
Club activities are limited these days, too, but he maintains membership in Los Angeles and Hollywood Ad Clubs, Los Angeles Press Club, Society of Motion Picture & Television Engineers, and American Television Society. He is a member of the executive branch of the Academy of Motion Picture Arts & Sciences and past president of the Society of Television Engineers. He chairmaned the organization committee for the Television Broadcasters Assn. and is active in that organization.

Mr. Landsberg met Evelyn D. A. Ashlin of Rio de Janeiro, Brazil, when she was touring Paramount studios one day in 1944. On April 2, 1945, she became Mrs. Klaus Landsberg. With their 4½-year-old son, Ronald Cleve, the Landsbergs reside in Hollywood.

Awaiting Harvest

WLIN Merrill, Wis., has a good reason for temporarily postponing erection of a tower to conform with its newly assigned 550 kc—there's a nice stand of oats growing on the plot where the tower is to be placed. WLIN, owned by Rep. Alvin E. O'Konski (D-Wis.), now is 1 kw daytime on 730 kc. It will be on fulltime after the oats are harvested and construction is completed.

→ Quality PLUS ··· makes GATES ··· a MUST ←



GATES SA-50
DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

RCA TUBES ...
the standard of comparison

RCA-5592 used in 50 KW FM Broadcast Transmitters

Use RCA tubes for FM where dependability and economy count

• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

On All Accounts

(Continued from page 12)

Phil, as house president, the utmost respect. However Phil, as dining room steward, was traditionally the butt of all jokes. The problem wasn't solved until he was graduated.

At KFLV he worked 90 hours weekly. In addition to announcing, he wrote a three-a-week dramatic show, playing all parts, and a radio column for the local paper. From Rockford he went to WAAF Chicago, remaining a year and a half when he was hired as a member of the first staff of KIEV Glendale, Calif.

Dividing himself into an arithmetical impossibility, he recalls "I was a whole program director, a half station manager and a third of an announcer." This job was only part of the reason he considers California his No. 1 jinx. After money problems ("personal *and* professional"), he was rising above water level when the bank holiday was declared. Surmounting this, he found himself in the middle of an earthquake. "That was my cue—off stage!"

Back in Chicago, Phil was hired by the Edgewater Beach Hotel as m.c. and radio announcer in its Marine dining room. His enthusiasm subsided, though, because "the job was seven days a week, and those were night." Offered a WBBM (CBS) Chicago announcing job, he stayed seven and a half years.

Bridge to Bride

To celebrate the hiring, he married the former Sara Kinsey. Both were bridge devotees, and they met on a blind date arranged by a mutual friend who taught bridge via the airwaves. The Bowmans have two children, David John, 14 next fall, and Virginia Judith, 10.

Phil left WBBM in 1941 as production manager, responsible for all sustainers. Joining Blackett-Sample-Hummert as supervisor of commercial production, he remained after the split to Dancer-Fitzgerald-Sample, working on the Procter & Gamble and General Mills accounts. He later freelanced as a producer, handling *Ma Perkins* (on both NBC and CBS), *The Betty Crocker* (ABC) and *Fact and Fiction* (ABC).

A freelancer until early 1947, Phil then joined Young & Rubicam, Chicago, as radio and television director.

Phil's completed fall plans pertain only to himself—he'll rejoin Chicago Television Council colleagues at weekly lunches, trot across the street from his Evanston home each Saturday for Northwestern U. football games, and continue his job of "heroic maintenance" on the house he bought May 1.

He's also going to bribe the kids to give up their rightful claim to the playhouse in the backyard. "Papa's gonna have some neighborhood square dances."

W. EICKELBERG

L. A. Firm Partner Dies

WILBUR EICKELBERG, 58, partner, Keenan & Eickelberg, Los Angeles radio representative, died in his sleep Aug. 13 of a heart attack. Funeral services were held Aug. 16 at the Little Church of the Recessional, followed by cremation.

Prior to forming the Keenan-Eickelberg partnership in 1945, Mr. Eickelberg was account executive with MBS in New York. From 1939-42 he was general sales manager of Don Lee Network. He left there to rejoin the Marine Corps in an active capacity as captain in World War II, after having seen active service with that branch in World War I. He held two silver stars for gallantry in action. He was a member of both the Los Angeles and Hollywood Advertising Clubs, American Legion Post No. 8 and Military Order of World Wars.

Mr. Eickelberg

Besides his widow, Sibyl, he leaves a brother and a sister.

E. P. SHURICK SR.

Retired Radio Veteran Dies

EDWARD P. SHURICK Sr., 60, veteran Twin City broadcaster, died Aug. 11 at Sunflower Village, Kan., following a long illness. He had retired from active radio work in 1942.

Funeral services were held in Minneapolis last Thursday. He is survived by his widow, two sons—E. P. J., CBS market research counsel, New York, and William P. of Minneapolis—three daughters and a sister.

Mr. Shurick was born in St. Paul and attended school there. He entered advertising through the direct mail field and was Minneapolis manager of KSTP St. Paul during its early days. Later he served as general manager of WDGY Minneapolis and was identified with the establishment of WLOL in that city.

Price Up on Sets

WESTINGHOUSE Radio and Television Division last week announced price increases on eight models of its TV line and on five radio models. TV rises ranged from $10-$30 and $1-$30 for certain radio models. Models with the 12½ and 14-inch TV tube were not affected. Price increases of $5 to $20 for television and receivers were announced by Majestic Radio & Television, Inc. The increase ranged from $5 for one 12½-inch TV model to $20 for a 16-inch model.

XUM

AUGUST 21, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

ALL STAR TRIO

IN THE LONE STAR STATE

In Dallas . . . . . WFAA-TV
In Houston . . . . . KPRC-TV
In San Antonio . . . . . WOAI-TV

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV .....Dallas
KPRC-TV ..... Houston
KFI-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV.....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV .....Phoenix
WOAI-TV.....San Antonio

These stations spell television in the three biggest Texas markets — markets that gather in 45 cents out of every retail dollar in the state.

These are the Texas TV stations which put the muscles behind television's fabulous sales punch.

Whether you spot your television campaign into one market or many, turn first to the profit-packed regions served by the profit-producing stations listed here.

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

FROM NOW ON, WWJ-TV's advertisers can take audience for granted. With the number of sets now well beyond the quarter-million mark, television in the booming Detroit market has emerged completely from the experimental stage and reached the age of full productivity.

Stabilized!

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#8) which is ***guaranteed to advertisers for one full year!***

FIRST IN MICHIGAN — *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ -TV-
NBC Television Network

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

AUGUST 21, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TELECASTING

STATION INCOME IMPROVING

NAB Studys Operating Cost

By RICHARD P. DOHERTY
DIRECTOR
EMPLOYE-EMPLOYER RELATIONS
NAB

THE TOTAL operating costs of the average TV station, which operated during the full year of 1949, were approximately $47,000 per month. This fact was determined in a recently completed study conducted by the Research Dept. and the Employe-Employer Relations Dept. of the NAB.

While a few of these TV stations (on the air prior to January 1949) managed to show a small profit, the overall summary for all TV stations (for the full year 1949) showed that the average monthly income ran at a rate of approximately 50% of total expenses. However, a considerable number of TV stations experienced progressively improved results as the year passed and, consequently, these stations operated "in the black" during the last few months of 1949.

Economic Facts

Some salient economic and financial facts about the television industry during 1949 were:

(1) The average TV station maintained a staff of approximately 60 persons.

(2) For such station (for the full year's operation 1949) the distribution of total expenses was as follows: (a) 29% for the technical department; (b) 35% for the program department; (c) 6% for selling and 30% for general and administrative.

(3) While the monthly cost of running the average TV station was nearly $47,000 there were some operations (for the full year 1949) which were conducted on a cost basis of $1,000 a day or $30,000 or less per month. On this point it is interesting to note that in its *Television, A Report on the Visual Broadcasting Art*, Chapter Three entitled "Basic Economics: Operating Costs," NAB suggested that there could be—and would be—TV stations which would not cost in excess of $1,000 per day to operate.

(4) Wages and salaries for technical and programming employes absorb relatively more of the total operating costs of TV stations than is true of AM stations. However, selling costs and general administrative expenses were relatively lower for TV than for AM.

The above comment, concerning the apportionment of television operating costs, apparently needs some explanation, especially with regard to administrative expenses and with a less degree to selling expenses. It is, undoubtedly, true that, in most cases, TV operations were not made to carry their full proportionate charge where TV was affiliated with an AM station.

For example, administrative salaries amounted to only approximately 5% for all TV stations costs whereas in AM operations such administrative salaries aggregated 11% of total station costs. In most such TV stations (affiliated with AM stations) the tendency is to charge TV with only 15% to 25% of the total salary paid to the general manager and certain other top TV station executives and administrative employes. Similarly, it is apparent that AM operations were being made to absorb a fair portion of the selling expenses actually devoted to television. On the other hand, depreciation amounted to 16% of total TV station costs; in AM operations depreciation averaged about 5% of total station expenses for the past year.

(5) Among the TV stations which came on the air after Jan-

(Continued on page 76)

BENCHMARK figures on the cost of operating TV stations, which will provide basis for comparison for many years as the TV industry develops, are provided in this analysis by Mr. Doherty. It is based on data compiled by the NAB Research Dept. BROADCASTING asked Mr. Doherty to review findings in the TV study, conducted along lines similar to the second annual broadcast station cost survey in the Aug. 14 issue.

N.Y.-CHICAGO RELAY

Set to Open Sept. 1

AS REPRESENTATIVES of the four TV networks last week continued their attempts to achieve an equitable distribution of the new video network facilities which AT&T will make available this fall, telephone company engineers were giving final checks to the New York-Chicago radio relay system. The relay will go into regular service Sept. 1, providing practically fulltime TV program service for each network across the northeastern and central states and relieving the network negotiators of what had formerly been a major allocations headache.

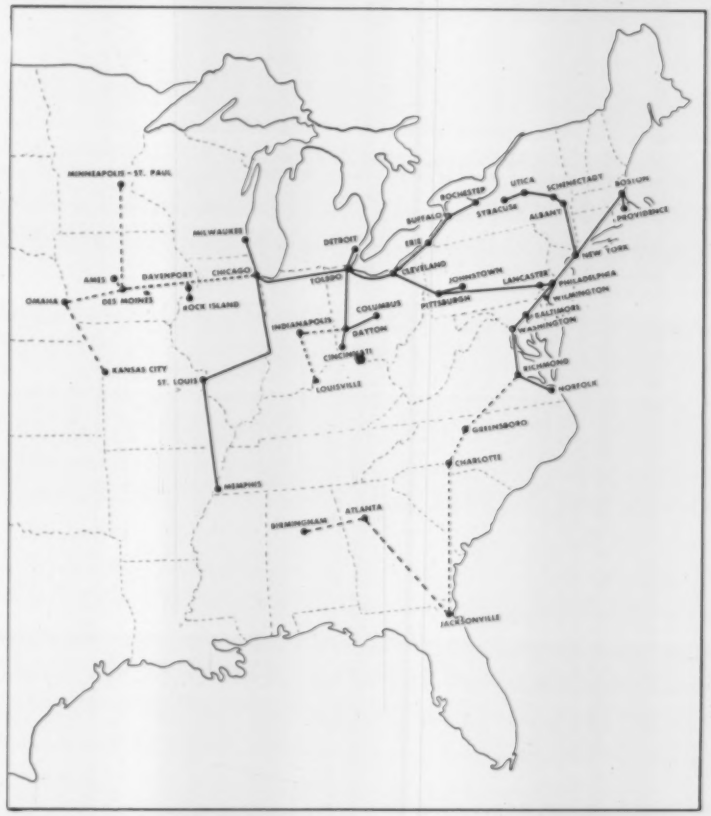
As the second week of their deliberations drew to a close, the TV network executives were more optimistic of an early completion of their allocation tasks than they had been a week earlier. Then, they had feared that it would be the end of August, perhaps even into September, before agreement could be reached. Late last week they looked for an earlier conclusion, perhaps before the end of this week.

Main stumbling block is reported to be a difference of basic philosophy as to the method of dividing time on facilities inadequate to provide all four networks with as much program service time as they would like. One faction is said to urge a division on the basis of requirements, the network with the largest requirements getting the largest share of the time, etc. Opposing this is the theory of others

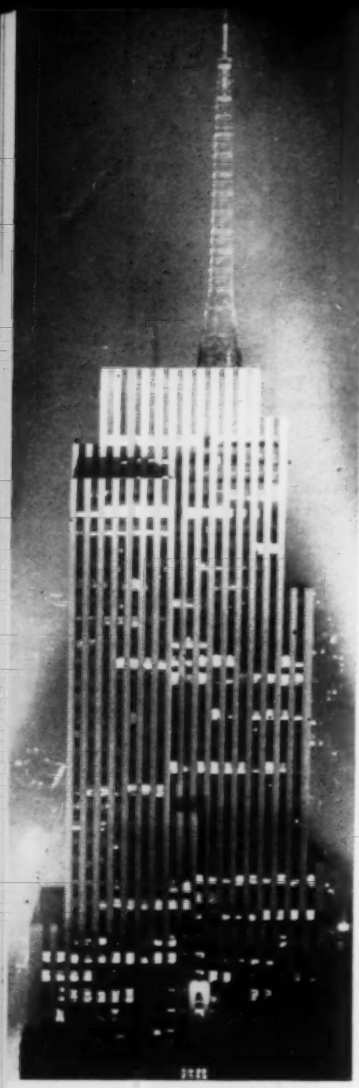
(Continued on page 76)

Bell System Television Routes

In Service:—— **Planned for 1951:------**



(Not shown on this map is the link between Los Angeles and San Francisco, planned for this year).



Telefile:

The 'Daily News' Outlet WPIX (TV) Streamlines Its News And Pictorial Format to Gotham's Video Tastes

ON THE evening of June 15, 1948, New York's Mayor William O'Dwyer stepped out of his official limousine into a flood of kleig lights at the entrance of the News Bldg., was whisked by special elevator to the 10th floor and ushered into the brand new studios of WPIX (TV) New York to join other celebrities in welcoming the video station of the *New York News* to the city and to the air.

Two years later, on the evening of June 15, 1950, Mayor O'Dwyer again faced the WPIX cameras and microphones, again on official business, again at an inaugural. This time it was not a new station but a new program that was taking to the air, a bi-weekly series scheduled for 8-8:30 p.m. every other Thursday under the title, *At the Mayor's Desk*, believed to be the first time a mayor had turned to TV as a means of making regular reports to citizens on civic matters.

Firsts are no longer a novelty at WPIX. From the outset the station's program planners have stretched their ingenuity to the utmost to win the attention of New York's sophisticated video audience in competition with six other stations, including the key stations originating most of the programs of the four TV networks.

A few of the innovations proved to have little to recommend them beyond novelty and quickly folded. Others have become permanent parts of the WPIX schedule, such as *Night Owl Theatre*, feature film program starting at approximately 11 each evening except Sunday, and *Ted Steele Show*, running from 2:30 to 5:30 all afternoons except Sunday and baseball days. These shows have produced revenue as well as audience for WPIX, *Night Owl Theatre* being completely sponsored and *Ted Steele Show* having 35 participating advertisers.

Stresses News

As might have been expected of a TV station affiliated with a newspaper noted for its picture news coverage, WPIX has specialized in news and currently includes some 50 news telecasts in its weekly schedule, amounting to seven hours of air time. In March WPIX received the first DuPont award ever given to a TV station for its "outstanding public service through the presentation of current news and events."

A full-scale WPIX sports schedule, which currently includes telecasting all home games of the New York Giants, wrestling, boxing and stock car racing, with football, basketball and hockey coming in at their appropriate seasons, will be expanded starting Oct. 15 with pick-ups of a varied schedule of events from Madison Square Garden five nights a week, Sunday through Thursday. Chevrolet Div. of General Motors Corp. will sponsor half the coming winter's Garden telecasts on WPIX; Webster Cigar Co. has signed for another 25% and sponsorship of the remaining quarter is expected to be signed momentarily.

This sports schedule is rounded out with a daily quarter-hour program of sports news and gossip conducted by Jimmy Powers, sports editor of the *News*. Danton Walker, Broadway columnist for the paper, presents a half-hour program on Friday nights; Lowell Limpus does a 45-minute Sunday *Voice of the People* show and other *News* by-liners appear frequently on WPIX.

From the outset, WPIX has considered films as an important part of its programming. Its first major film deal was made in 1948 for the TV rights to 24 feature pictures produced by Sir Alexander Korda, which were syndicated to 26 other TV stations as well as broadcast by WPIX in New York.

The station also had syndication plans for its *TelePIX Newsreel*, but the costs of preparing and distributing a national daily newsreel proved beyond the scope of most TV stations' budgets in 1948 and WPIX revamped the newsreel for its own exclusive use, majoring in New York news.

Cites Many 'Beats'

Now broadcast twice daily, at 6:30 and 11 p.m., with an early afternoon reprise the following day, this 10-minute newsfilm program has scored many TV news beats, such as Anna Kosenkina's dramatic "leap for freedom" from the Russian Consulate, which WPIX had on the air within two hours of its occurrence.

The WPIX story actually started some nine years before its programming debut. In 1939 the *News*, which had never gone into radio station operation, had a survey made for a TV station. The paper's video plans were delayed by the war but not forgotten and early in 1947 the *News* received its video construction permit from the FCC. In December of that year Robert L. Coe, engineering vice president of the *St. Louis Post Dispatch* stations (KSD-AM-FM-TV), moved to New York as general manager of WPIX and began the task of erecting the station and simultaneously building an operating staff.

$500,000 Outlay

Before WPIX went on the air in June the *News* had spent more than $500,000 to construct and equip its studios in the News Bldg. and its transmitting tower on the roof, had assembled a station staff of 175 employes and was all set to reap the profits that TV was sure to produce. But it didn't work out just that way.

"Those of us who organized WPIX more than two years ago knew very little about radio, television or show business," F. M. Flynn, president and general manager of the *News* and president of WPIX, told TELECASTING last week. "We put together what we believed to be a competent television crew and no crew ever worked harder to do a job."

He continued:

We made mistakes. We spent much time and money toying with the idea of competing with the key network stations on their terms. We were misled into thinking we might become a part of a syndicate or group operation of newspaper owned TV stations.

We soon learned we would go broke trying to buck the big networks. Seeing our error, we switched back

(Continued on page 70)

* * * * *

F. M. Flynn
President

Ben Larson
Station Manager

Walter Duncan
Sales Manager

Thomas Howard
Chief Engineer

Warren Wade
Program Manager

VERICOLOR

CBS, Remington Rand Complete Pact

CBS and Remington Rand have completed an agreement for production and distribution of color television equipment for non-broadcast use, the companies announced last week.

Remington Rand, manufacturer of business machines and industrial equipment, will produce, sell and install CBS-designed television units.

The units include a color camera, a control unit with a monitor and as many other color monitors as may be needed. The camera was exhibited, although not demonstrated, at a CBS news showing of color developments in New York several months ago.

The equipment will operate on standards which CBS has proposed for industry-wide adoption by the FCC. The trade name "Vericolor" will be given to the units manufactured by Remington Rand.

According to last week's announcement, the two companies expect the Vericolor units will be principally used in medical instruction and in dangerous industrial processes, like atomic production and research, where the hazards to observers would be eliminated if they could watch at a distance by television.

The joint announcement said the arrangement to manufacture the Vericolor units was an outgrowth of CBS showings of medical television in cooperation with Smith, Kline & French Labs. These demonstrations have been performed at numerous medical conventions in the past year.

James H. Rand, board chairman and president of Remington Rand, said the interest aroused in medical circles by the television demonstrations "insure a ready market for this new equipment."

Frank Stanton, CBS president, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the employment of color television in many fields."

The camera used in the new system is one-fifth the size of average black-and-white TV cameras and weighs 32 pounds. Only one man is needed to operate each Vericolor unit.

Remington Rand will supply the capital for the joint venture, it was learned. CBS' part in the arrangement is to supply the design and to test the equipment.

Remington Rand's existing manufacturing and distribution facilities will be used. Production of the Vericolor units is to begin at once, and deliveries are promised for fall.

CBS' color camera, contrasting in size with the standard black-and-white camera (l), is held by Patty Painter, the network's "Miss Color Television."

Mull P&G Daytime TV

ALL PROCTER & GAMBLE New York agencies have submitted recommendations on daytime TV plans for the soap company. The company likely will make definite decisions sometime in October, W. N. Ramsey, director of radio for P&G in Cincinnati, told TELECASTING.

SPORTS GATE

RTMA Issues Jordan Report

COMPLETE survey of television's long-range effect on attendance at sports events, showing the visual medium does not hurt the gate, was published last week by Radio-Television Mfrs. Assn. The survey was conducted by Jerry N. Jordan while a student at Princeton and U. of Pennsylvania graduate school, and its findings have attracted nationwide attention [TELECASTING, May 15, 22].

In publishing the 112-page volume, most comprehensive of its sort ever prepared, Robert C. Sprague, RTMA president, explained the association neither initiated nor financed the study but was publishing it "because of the considerable light it casts on a complex and controversial issue."

The findings were confirmed recently in a supplemental study by Mr. Jordan [TELECASTING, July 24].

Mr. Sprague said an RTMA board committee carefully analyzed the Jordan findings last May and unanimously recommended that it be published and widely distributed among colleges, sports organizations and other interested groups.

Main findings are:

1. The length of time a person has owned a television set directly influences his and his family's attendance at sports events.

2. When he first buys a set, attendance goes down temporarily. Later—after one season in most sports—attendance returns to normal.

3. After one to two years of ownership, the TV owner's attendance rate is higher than that of non-owners. It is difficult to determine how much of this increase can be attributed to the greater interest in sports stimulated by TV. Sports fans were among the first to buy TV sets, so we would expect this group to have a somewhat higher rate of attendance.

4. TV owners take other members of their family out to games more frequently than non-owners.

TV AUTHORITY

Meets With Networks

TELEVISION AUTHORITY is reported to have proposed the reopening of negotiations with the networks at a meeting in New York last week.

Although no report of the meeting was made public, it is understood that TVA Administrator George Heller asked network representatives to negotiate for TV performers on live shows and on kinescope recordings used on a delayed basis.

The networks reportedly are studying the matter before replying. Although the Screen Actors Guild has disclaimed jurisdiction over live shows, the kinescope recordings may be another matter. And the networks are understood to be in a cautious mood for fear of being charged with an "unfair labor practice" should they proceed to bargain in an area which subsequently turns out to be in dispute.

Meanwhile, it is believed that a rough plan for settling portions of the complex TVA-SAG controversy developed from a meeting last week between Mr. Heller, TVA Counsel Henry Jaffe, Kenneth Thomson, TV administrator for SAG, and Herman Gray, SAG counsel. The plan is understood to be only tentative, and is to be referred back to the respective organizations.

USE OF FILM ON TV

Agriculture Dept. Winds up 2-Yr. Study

RESULTS of the two-year television study of TV films and programming by the U. S. Dept. of Agriculture are summarized in the first of a series of three reports just released. Other reports will cover visual aids and program methods.

The film report was prepared by Tom Noon and Maynard A. Speece, TV information specialists, and Kenneth M. Gapen, assistant director of information for radio and TV. Copies are available at the USDA Radio & TV Service, Washington 25, D. C.

Extensive research in the adapting of films for TV shows was carried on by the department. Other phases of the film study cover packaging TV shows in film, tailoring new film to fit TV needs and distribution and uses of film on TV.

Clearances Discussed

A chapter on clearances combines results of extensive research by the USDA TV specialists and the USDA legal staff. Included are sections covering right of manufacture, right of performance, agents and right of privacy.

General rules suggested by the USDA solicitor for exhibition of films on TV follows:

The department must have from the copyright holder of all music performed in the sound track a license extensive enough to cover the type of use contemplated.

The department should, as far as possible, obtain sufficient rights from any musicians who might be involved.

The right of privacy of persons appearing in the film would not appear to be violated by telecasting the film, unless they specifically forbid such use at the time the film is made. This also applies to a person whose voice or likeness was obtained under contract.

Where USDA films are used in a telecast, such use would constitute a "performance for profit" in the meaning of the law, even though the broadcast were in no way commercial.

Copyright licenses obtained for production of the film for "normal" use are not sufficient to cover televising of the film as well. A separate, specific license must be secured.

RAMS FOOTBALL

Admiral Sponsors on KNBH

ADMIRAL Corp., Chicago (TV sets, refrigerators), will sponsor telecasts of all Los Angeles Rams National League professional football games and two pre-season contests on KNBH (TV) Hollywood. The $656,900 agreement was signed last week by Admiral, KNBH and the Rams.

Contract, placed direct, calls for the telecasting of a total of 15 games, the first to be played Aug. 23 against the Chicago Cardinals. Nine of the telecasts will be live and a road game with the San Francisco 49ers will be carried over the new microwave relay between San Francisco and Los Angeles. Six other road games will be on film.

Calling for an attendance guarantee of $575,000 for eight home games, the contract gives Admiral's share up to a maximum guarantee of $151,000, the remainder to be assumed by KNBH. If attendance reaches the guarantee figure, it was pointed out, the average for the eight home games would be 15% higher per game than the team netted last year when the total was $371,000 for six home games.

A sliding scale of payments pegged on gate receipts makes it possible for the station and sponsor to present the games at little or no financial outlay, it was said. Announcement of the agreement was made by Dan Reeves, president, Rams; Thomas B. McFadden, manager, KNBH; Ray Cox, vice president and general manager, Herbert H. Horn, Inc., Southern California distributor for Admiral.

F. E. MAGENHEIMER (r), secretary-advertising mgr., Mason, Au & Magenheimer Confectionery Mfrg. Co., sets firm's sponsorship of *Chester, the Pup* program on ABC-TV. Helping make it official are Fred Thrower (l), ABC v. p. in charge of sales, and Franklyn Dyson, v. p., Turner, Leach Co. Inc.

CONTRACT to sponsor two weekly TV sports programs on KTTV (TV) Los Angeles is arranged by Earle T. Bumpous (seated), v.. p., Jarman Shoe Corp., Nashville. Looking on are (l to r) Tom Harmon, commentator on show; Steve McGaw, Jarman adv. mgr.; Bill Graham, acct. executive, Noble-Dury & Assoc.

IT'S a deal as E. A. Norwitt (seated), pres., Norwitt Motors (Kaiser-Frazer dealer), Richmond, Calif., contracts for one-hour-plus show on KRON-TV San Francisco. Approving the arrangement are Robert Bateman (l), sales promotion adv. mgr., H. J. Kaiser Motors, and Fred Becker, TV dir., Umland & Co.

ARRANGEMENT for Ford dealers' sponsorship of *Roller Derby* on KGO-TV San Francisco is set by (l to r) Gayle V. Grubb, general manager of KGO-AM-FM-TV; Earl Dahlem, president, Richmond Ford Dealers Advertising Assn., and Vic Armstrong, account executive, J. Walter Thompson Co., accounts agency.

DEAL for film telecast of 10 SMU football games on KRLD-TV Dallas this season is closed by (l to r): seated, H. H. (Rusty) Russell, SMU head coach; W. O. Bankston, Bankston-Hall Motors, Dallas Ford Dealer, sponsor; standing, W. A. (Bill) Roberts, coml. mgr., KRLD-AM-FM-TV; Jim Huff, Huff Adv.

INAUGURAL telecast of the 52-week across-the-board sponsorship of *Webster Webfoot* on WFAA-TV Dallas by Sanger Bros., Dallas department store, is discussed by (l to r) Alex Keese, WFAA local sales manager; Vivian Smith, WFAA sales dept.; Chris Kelly, public relations director, Sanger Bros.; "Webster," and Jimmy Weldon, "Webster's" creator.

TV SET TAX

Senate Unit Hears Protest

THE TELEVISION industry last Thursday presented its view before the Senate Finance Committee on the proposed 10% federal excise tax on television sets at the manufacturing level.

The meeting, called in answer to an industry request, was held behind closed doors in executive session. Testimony was heard during the brief session from Dr. Allen B. DuMont, Allen B. DuMont Labs Inc. president and Radio-Television Mfrs. Assn. excise tax committee chairman. A. M. Freeman, RCA Victor, vice chairman, and David Graham, DuMont Labs, RTMA committee member, accompanied him.

Dr. DuMont was heard as the Senate committee, which early this month approved the TV set tax proposal [TELECASTING, Aug. 7], wound up its study of the House-approved "interim" tax revision measure. Hearing was called in response to protests filed Aug. 4 by NAB and RTMA.

Dr. DuMont told the committee the Treasury Dept.'s proposal to tax TV sets 10% would be contrary to the public interest and would fall as a burden on a new industry.

As a defense and war-time training medium, Dr. DuMont said, television can not be equalled for its visual training value nor for its effect as a public morale booster. He added that the industry is in a state of "flux" with technological changes continually taking place.

Dr. DuMont also called attention to operating losses both to many stations, restricted by the FCC freeze on new construction, and to television networks. Manufacturers, he continued, also have a big investment in TV research and development to make up.

While the Finance committee concluded its chapter-by-chapter consideration of the tax revenue bill and voted to report the bill without dissent on Thursday, committee members agreed to take a final look at the completed report when it will be drafted about the middle of this week. Chairman George said he expected the bill to be in shape for Senate debate by Wednesday or Thursday.

PHILCO ON ABC

To Sponsor McNeill Show

PHILCO CORP., Philadelphia, will sponsor the full hour of the *Don McNeill TV Club* on ABC-TV, starting Sept. 13, James H. Carmine, executive vice president of the Philco Corp., has announced.

Last week the show was scheduled to be sponsored for a half hour by Speidel Watchbands but at the last moment Philco picked up its first option. Meanwhile, Speidel has bought another time on another network to start Sept. 18. The program, as yet undecided, will be presented Monday, 8-8:30 p.m. on NBC-TV. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for Speidel.

The Don McNeill TV show will originate in ABC's Civic Theatre in Chicago. It will utilize the radio program formula of *Breakfast Club*. Along with Mr. McNeill, Sam Cowling, "Aunt Fanny," Johnny Desmond and Patsy Lee, plus Eddy Balantine and his 14-piece orchestra, will be featured. Hutchins Adv., New York, is the agency for Philco.

CUBAN NETWORK

Gets RCA TV Equipment

A FULL complement of TV station equipment was shipped by air last week to Havana, Cuba, for use by the Union Radio Network of Cuba, RCA has announced. Two National Airlines C-46 transports were used to carry the RCA shipment from Philadelphia International Airport.

Ceremonies were held at the airport prior to the flight on Aug. 15 with Cuban Consul General Nicolas E. Meneses, RCA executives, and National Airlines chiefs taking part. Transcription of speeches made was flown to Cuba with the shipment.

It is understood that URN will use the equipment for its key station in the Cuban TV network. Antonio Zamorano, representing Humara y Lastra, Cuban distributor of RCA products, disclosed that the network, one of the largest in Cuba, plans to launch extended TV program schedules this fall. Extensive baseball and other sports coverage are being planned.

Equipment sent weighed more than 22,000 lbs. Included in the shipment were an 8,000 lb. 5 kw TV transmitter, transmitter console and antenna, complete field mobile unit, microwave relay equipment, three TV cameras, film projection equipment for 16mm, 35mm and slide operation and other studio facilities.

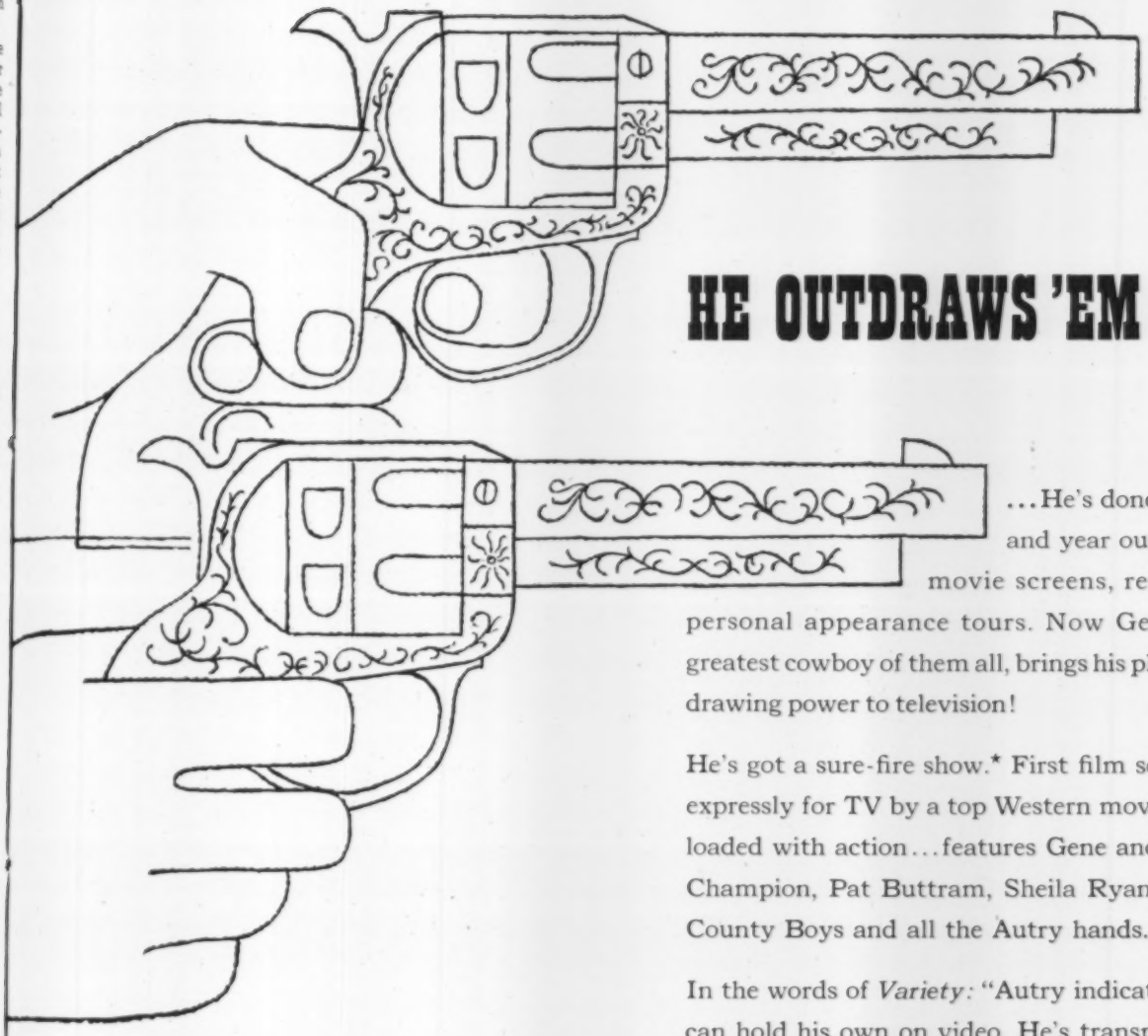
DuMONT DIVIDEND

Declared on Class A, B Stock

AN INTERIM dividend of 25 cents per share on DuMont Class A and B common stock, payable Sept. 20 to stockholders of record Sept. 6, was declared last week. Also, a regular quarterly dividend on preferred stock outstanding was declared, payable Oct. 1 to stockholders of record Sept. 15, of 25 cents.

DuMont directors also announced that before the end of the year, when a more complete review of the year's operations could be made, a further dividend would be considered. For the 24 weeks ending June 18, earnings after taxes and charges were $2,797,000.

XUM



HE OUTDRAWS 'EM ALL!

...He's done it year in and year out on radio, movie screens, records and personal appearance tours. Now Gene Autry, greatest cowboy of them all, brings his phenomenal drawing power to television!

He's got a sure-fire show.* First film series made expressly for TV by a top Western movie star, it's loaded with action...features Gene and his horse Champion, Pat Buttram, Sheila Ryan, the Cass County Boys and all the Autry hands.

In the words of *Variety:* "Autry indicates that he can hold his own on video. He's transplanted his screen personality to this medium in a manner that will continue to hold a high degree of favor." *New York Daily News:* "Typical Autry entertainment, a compound of action and good humor." *The New York Times:* "Snappy horse opera."

Want to put your brand on it? Just call your nearest Radio Sales representative. He'll give you complete information—and tell you whether it's still available in your area.

*A CBS-TV Syndicated Film series of half-hour Western films, each a complete drama. Represented *exclusively* by Radio Sales—New York, Chicago, San Francisco, Detroit, Memphis, Los Angeles.

Television's TOP Sales Opportunity

WILMINGTON
—first in income per family among all U.S. metropolitan centers of 100,000 or over. *Sales Management 1950 Survey of Buying Power.*

DELAWARE
—highest per capita retail store expenditure of any state, topped, only by D. of C. *U. S. Census Bureau figures released 7/2/50.*

The only Television station in Delaware—it delivers you this *buying audience.*

If you're on Television—

WDEL-TV

is a must.

Represented by
ROBERT MEEKER
Associates
New York San Francisco
Los Angeles Chicago

telestatus

School Children's Reaction to TV

(Report 125)

TWO SURVEYS covering the effect of television on school children were released within the last fortnight. In Evansville, Ill., 70% of the school children surveyed on television habits said TV does not help them in their studies, and 48% of their teachers reported dissatisfaction with the medium. Among the parents surveyed, 55% of those owning TV sets approved of children's programs in general.

In an attempt to measure the comparative educational effectiveness of radio and television, Don Lyon and Lawrence Myers, both of the Syracuse U. Radio and Television Center, report that grammar school students seem to have developed a critical sense about radio but none as yet for television. They also are more interested in television and seem to be able to recall more information from it than from radio.

Although Messrs. Lyon and Myers point out that their tests are far from conclusive, they do feel that some trends appear to be indicated. They found students to be highly favorable in their comments on a test TV program. When asked what they liked about a special radio program, they responded in terms of specific dislikes.

Data in the Evanston survey was collected by Prof. Paul A. Witty, Northwestern U. faculty member in education, for a conference on developmental reading in elementary and secondary schools.

"The almost universal appeal of TV to children offers an unparalleled opportunity for influencing children in positive ways." The teacher said TV becomes "a real problem or liability chiefly in homes where parents permit it to become one." He explained that there is among parents a "curious mistrust of their own ability to deal with problems created by TV."

Parents and teachers of school children were divided sharply as to their approval or disapproval of television. Almost half of the teachers (48%) expressed dissatisfaction, decrying "the low standard of the educational offering and the poor quality of entertainment." More than a fourth (27%) admitted some "serious" limitations, but recognize TV's promise and potential as an educational force. Twenty-five percent expressed indifference.

55% Approve Programs

When surveying parents, Prof. Witty found that 55% of those owning TV sets approve of children's programs in general, 25% like certain programs only and 14% do not approve of children's shows. Among non-TV-owning parents, only 16% approved of children's shows on television.

Many parents said they approved of the medium because it keeps youngsters at home. Others said TV relaxes children "in the difficult period" before dinner. Many of the parents believe TV shows stimulate thought and imagination, and widen interests of children. Parental disapproval stemmed from a conviction that shows in general "are too violent, too sensational, too stimulating and include too many westerns."

* * *

John Meck Surveys Set Owners

TV SET OWNERS report quality of sound reproduction will be almost as important as picture sharpness when they choose their next television set. This was reported by John Meck Industries last week after a survey among almost 200 families in the Chicago area. Viewers owned TV sets an average of 15.1 months.

The survey allowed 10 points for a first choice in factors which would determine selection of the next TV set in the home, nine for the second and so on in descending order to determine the top 10 influences. Results follow, with the number of points for each factor.

Sharpness of picture	1,258
Quality of sound reproduction	1,158
Reputation of the manufacturer	943
Cabinet style, appearance	922
Price	882
Brand name	682
Inclusion of FM radio at added cost	313
Recommendations of neighbors, friends	290

(Continued on page 76)

Weekly Television Summary—August 21, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	12,298
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	191,515
Binghamton	WNBC-TV	18,650
Birmingham	WAFM-TV, WBRC-TV	17,500
Bloomington	WTTV	7,600
Boston	WBZ-TV, WNAC-TV	447,005
Buffalo	WBEN-TV	110,251
Charlotte	WBTV	19,210
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	536,895
Cincinnati	WCPO-TV, WKRC-TV WLWT	153,000
Cleveland	WEWS, WNBK ,WXEL	260,185
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	65,681
Davenport	WOC-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	282,000
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	65,681
Grand Rapids	WLAV-TV	43,055
Greensboro	WFMY-TV	15,458
Houston	KPRC-TV	32,633
Huntington-Charleston	WSAZ-TV	16,380
Indianapolis	WFBM-TV	62,500
Jacksonville	WMBR-TV	12,000
Johnstown	WJAC-TV	26,500
Kalamazoo-Battle Creek	WKZO-TV	34,048
Kansas City	WDAF-TV	42,107
Lancaster*	WJIM-TV	54,435
Lansing	WGAL-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	642,897
Louisville	WAVE-TV, WHAS-TV	39,075
Memphis	WMCT	44,219
Miami	WTVJ	31,400
Milwaukee	WTMJ-TV	129,068
Minn.-St. Paul	KSTP-TV, WTCN-TV	105,100
Nashville	.....	300
New Haven	WNHC-TV	90,000
New Orleans	WDSU-TV	30,800
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,500,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WKY-TV	23,420
Oklahoma City	WKY-TV	36,900
Omaha	KMTV, WOW-TV	28,009
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	540,000
Phoenix	KPHO-TV	14,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	945
Providence	WJAR-TV	71,800
Richmond	WTVR	38,925
Rochester	WHAM-TV	45,926
Rock Island	WHBF-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	21,000
San Antonio	KEYL-TV, WOAI-TV	23,436
San Diego	KFMB-TV	48,500
San Francisco	KGO-TV, KPIX, KRON-TV	65,650
Schenectady Albany-Troy	WRGB	90,500
Seattle	KING-TV	33,100
St. Louis	KSD-TV	162,500
Syracuse	WHEN, WSYR-TV	49,384
Toledo	WSPD-TV	51,000
Tulsa	KOTV	32,150
Utica-Rome	WKTV	20,300
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	150,325
Wilmington	WDEL-TV	40,081

*Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,097,697

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

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More and MORE advertisers in Greater Miami are learning that 32,000 television families, (125,000 viewers) tuned to Miami's **only** TV Station—WTVJ just can't be equalled by any one AM station of the 13 bidding for the audience in 121,000 radio homes. That's why **more** and **MORE** advertisers are using WTVJ, Florida's first and Miami's only Television Station. . . . . .

More and more advertisers are switching to WTVJ. 45 national spot and program advertisers and 152 local advertisers are setting sales records with Television in Miami. Now programming eight hours daily, WTVJ presents the best shows of all four networks, plus **top** local talent from Florida's Gold Coast —recreation center of the Nation! Smart advertisers sell more on Channel 4 — WTVJ, Miami.

advertisers are using

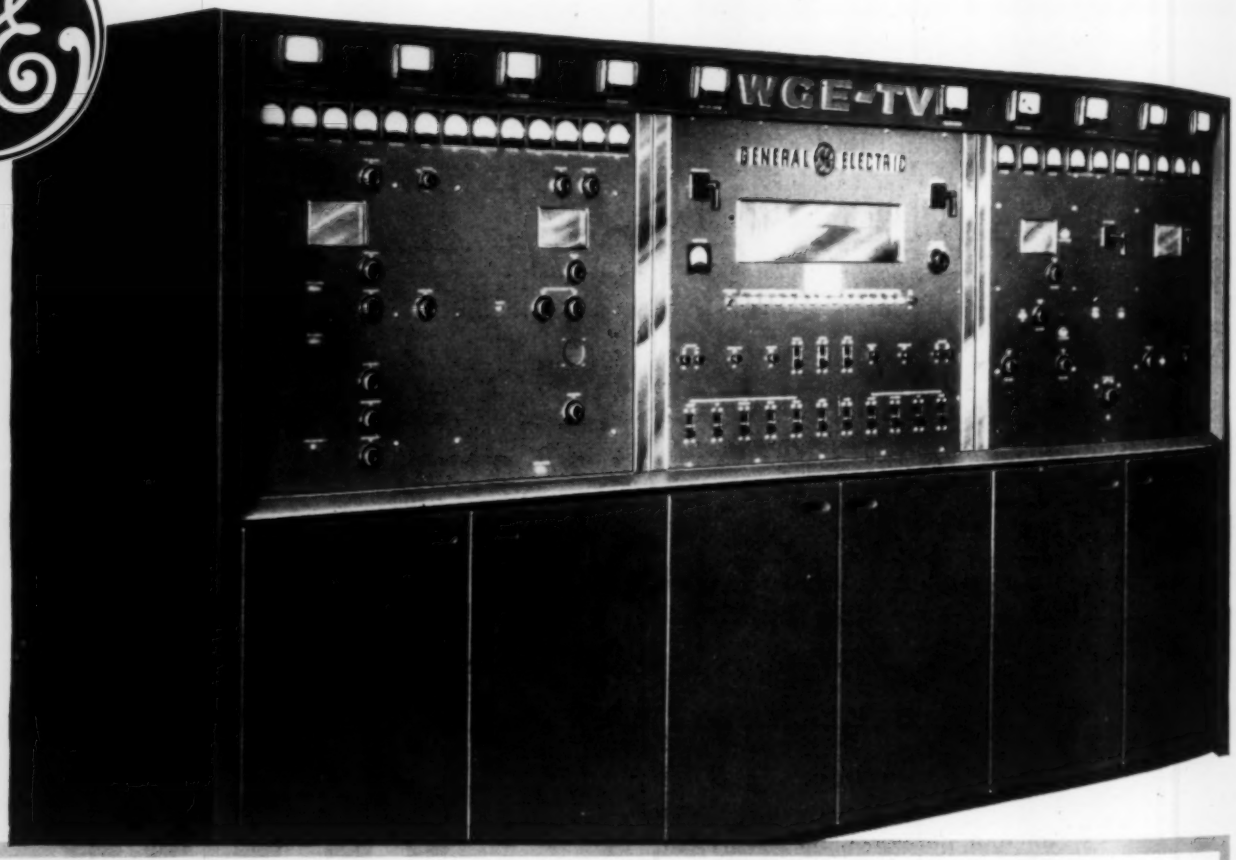
WTVJ

CHANNEL 4
On the Florida Gold Coast
MIAMI

FREE and PETERS · Natl. Representatives

General Electric's Great New Air-Cooled TELEVISION TRANSMITTER

Cuts tube cost up to 85% ... saves you as much a



Point-By-Point Comparison Shows Overwhelming G-E Advantages!

Characteristic	G. E. TT-10-A	Manufacturer A	Manufacturer B	Manufacturer C
Tube Cost (1 set)	$1200	$3300	$1500	$1400
Power Required (average picture)	14 kw	25 kw	23 kw (approx.)	25 kw
Size	12'5" L	17'4" L	17'11" L	16'7" L
	84" H	84" H	78" H	83" H
	34" D	38" D	36" D	40" D
Air Cooled	Yes	No	Yes	Yes
Self Contained	Yes	No	Yes	No
Direct Crystal Control of Aural Transmitter Frequency	Yes	No	No	No
Low Level Modulation	Yes	No	No	No
Vestigial Side Band Filter	Not Required	Required	Not Required	Required

...as $10,500 a year!

COMPLETELY SELF-CONTAINED UNIT FOR CHANNELS 2-6 . . . CUTS ANNUAL POWER COST UP TO $1,000 . . . REQUIRES ONLY 14 KW INPUT

A spectacular transmitter development, two years in the making at Electronics Park, now brings to broadcasters the *lowest initial tube cost, lowest operating cost, and lowest power consumption in the industry!*

The figures tell the story. Examine the comparison chart under the photograph at left. Measure these dollars-and-cents advantages against any television transmitter on the market today. In addition, here's what the General Electric TT-10-A offers in new design features:

Low Power Modulator using low cost receiver-type tubes saves you money. The most expensive modulator tube is a 1614 costing only $2.05.

Built-In Clamp Circuits eliminate the usual type of low frequency video distortion found in many input signals.

Completely Self Contained and Air Cooled. This transmitter occupies up to 37% less floor space than competing makes. Requires no external equipment, such as transformers, blower or water pumps.

Saves Time—Quick Tube Change. Every stage, including finals, equipped with plug-in sockets.

Adjustable White Clipper keeps predetermined modulation depth from being exceeded.

Increased Safety. High voltage interlocks and grounding switches on all cubicles.

For more details on this new transmitter, call the television representative at the General Electric office near you, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

Write For Illustrated Bulletin

Complete specifications and photographs of the air-cooled TT-10-A transmitter will be sent to you on request. Ask for bulletin X54-029. Write to: *General Electric Company, Section 280-14, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

Telefile: WPIX

(Continued from page 62)

to our original idea of developing a strictly local station. We've put aside for the time being any ideas of developing programs suitable for a national audience. We're staying where we belong with our New York friends. We believe more firmly than ever that WPIX will become a major factor in New York television as New York's own good looking TV station. . . .

When our budget will permit, we expect to spend more money on public service and entertainment programming. It is doubtful we will soon attempt the big budget shows now on the networks.

The entire television industry is booming. There is now some prospect that broadcasters may look forward to getting back a part of their investments. Thus far all others in the industry have had good profits out of television while broadcasters carried the load. A change is due. It appears to be under way.

The second birthday of WPIX was a reasonably happy one. G. Bennett Larson, general manager of the station [who succeeded Mr. Coe in January 1950], and all of his associates are to be congratulated. The program department under Warren Wade has performed near miracles. The engineering staff under Tom Howard has performed miracles. The sales staff under Walter Duncan [who joined WPIX in February 1950] is rapidly developing a miraculous touch.

We expect our third birthday will be a truly happy one, with a solid spot in the New York television field, additional facilities under way, and a strong signal covering the metropolitan audience from the new Empire State transmitter tower.

Indicative of the station's growth in the past two years is its extended hours of operation, from 169 hours and 14 minutes in July 1948 (first full month of operation), to 228 hours and 30 minutes in May 1949 and to 374 hours and 2 minutes in May 1950.

Perhaps a more significant record of progress is shown by the number of sponsored hours for those months — 15 hours and 30 minutes (9% of the total air time) in July 1948; 80 hours and 15 minutes (34%) in May 1949; 203 hours and 24 minutes (55% in May 1950).

Currently the WPIX programs are 33.7% live studio shows, 21.3% remotes and 44.9% films. Commercial time is 54.4%; sustaining 45.6%. The commercial hours are divided into 73.3% fully sponsored and 26.7% participating.

While programming and sales have expanded over the past two years, the station organization has been streamlined as is shown in the following table:

WPIX Personnel

	1948	1950
Film	41	..
Special Events	25	..
Engineering	47	52
Program	41	50
Sales	9	21
Public Relations	4	..
General and Administrative	9	13
	176	136

Program absorbed Film and Special Events. Sales absorbed Public Relations.

From a sheaf of WPIX success stories, the following are typical:

L. Sonneborn Sons sponsored telecasts of midget auto races for Amalie Motor Oil, used TV only and substantially exceeded the sales quota set for the campaign. L. B. LaViez, sales manager, said: "Television provided a sales impact that was much greater and more successful than any other media..."

Esquire Novelty Co., using a one-minute participation on the Saturday *Six Gun Playhouse* Western film program, offered a sheriff's badge for 10 cents to anyone writing for it, drew more than 3,500 replies and renewed for 13 weeks. A sample of Stoppette deodorant was offered for 10 cents by a live announcement in connection with a 60-second film commercial. Eight announcements in a four-week period drew 2,275 letters and dimes.

MacLevy Slenderizing Salons drew 350 telephone calls with a one-minute announcement on the *Ted Steele Show*, signed up 65 people for the $50 slenderizing course, total sales of $3,150 for an advertising cost of $100. Threee one-minute participations for Revel Shawn Perfume on the same program pulled 1,000 orders for $2 bottles of the perfume—$2,000 in sales for an advertising cost of $300.

More than 5,000 raincoats at $2.98 each were sold by mail through announcements on the Ted Steele and *Night Owl Theatre* programs. Lee Motors sold its entire stock of 1950 used cars, valued at over $100,000, with daily announcements on the Jimmy Powers program for 13 days.

Base Rates

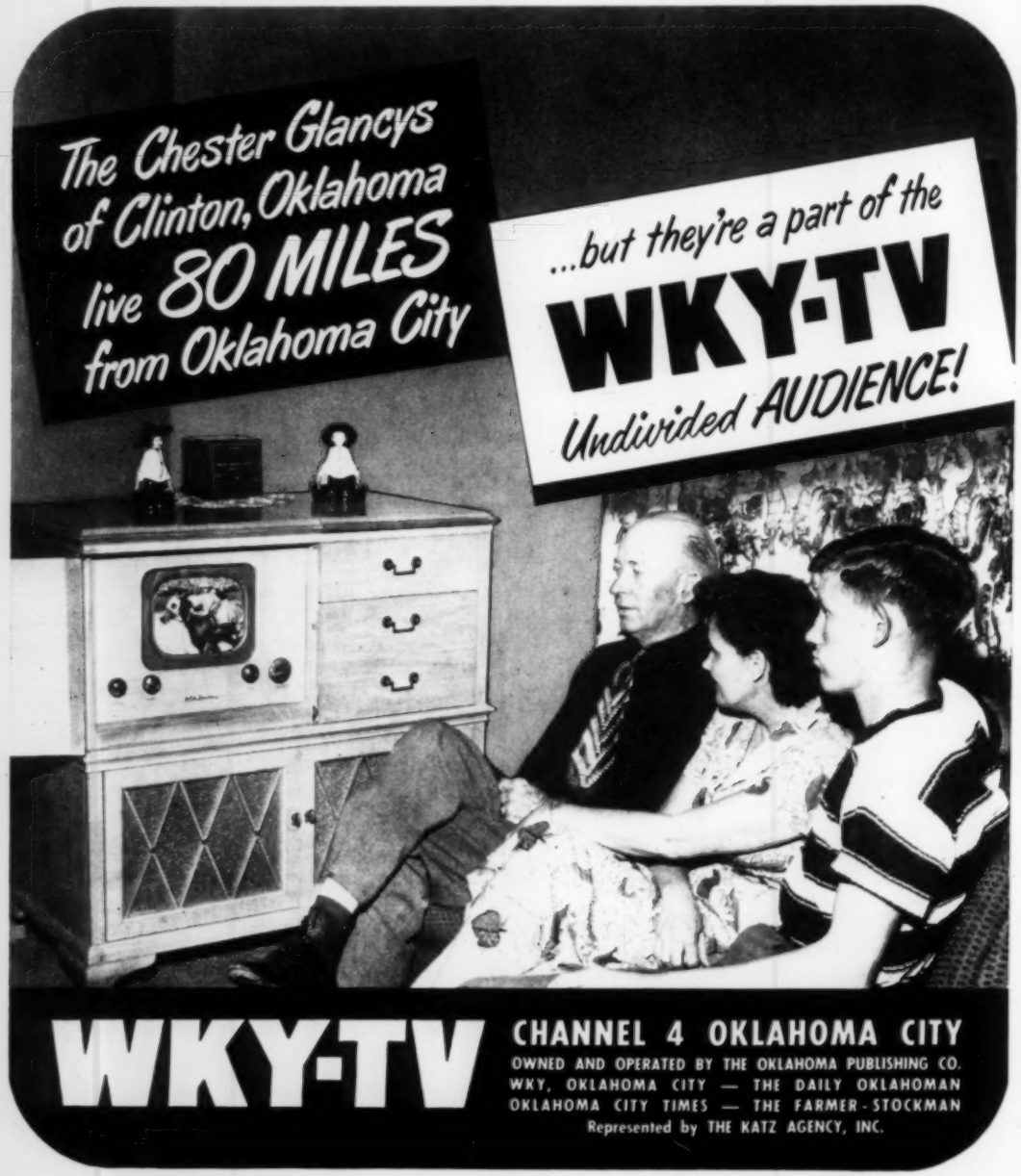
Base rates of WPIX under Rate Card No. 2, effective in March:

$1,200 for a Class A hour, 7-10 p.m.; $720 for a Class B hour, 5-7 p.m. and 10-11 p.m., and $480 for all other times. Announcements of 20-second length are $150 in Class A time, $112 in Class B time and $75 at other times; eight-second announcements are $90 in Class A time, $67 in Class B time and $45 at other times. Frequency discounts range from 2½% for 13 times to 20% for 260 times, within one year.

WPIX has three studios in the News Bldg.: No. 1 measures 46 by 28 feet and is equipped with two cameras; No. 2 is 31 by 35 feet, with two cameras; the news studio is 15 by 21 feet, with one camera. The projection room has two 35mm projectors and two 16mm projectors, three slide projectors, two opaque projectors.

WPIX has two mobile units, each equipped with three cameras and three sets of microwave equipment. The transmitter is an RCA TT-5. All equipment is RCA except the two 35mm projectors, which are Simplex, modified by Rex Cole. Station's total investment in plant and equipment runs to about $1,500,000.

This fall the WPIX transmitter will move from the News Bldg. to the Empire State Bldg., New York's highest tower, where WPIX will join WCBS-TV, WJZ-TV, WNBT (TV) and WABD (TV). The station is now installing a new TT-5 transmitter in the new location in preparation for the move.


The Chester Glancys of Clinton, Oklahoma live 80 MILES from Oklahoma City
...but they're a part of the
WKY-TV
Undivided AUDIENCE!
WKY-TV
CHANNEL 4 OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WKY, OKLAHOMA CITY — THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
Represented by THE KATZ AGENCY, INC.

★ ★ ★ Official Publication of the San Antonio Chamber of Commerce ★ ★ ★

JULY 15, 1950 THE SAN ANTONIAN VOL. XIII, No. 26

S. A. Population Increases 60 Per Cent

Bank Deposits Indicate No Summer Slump

San Antonio's usual summer business slow-down failed to materialize judging by deposits in San Antonio banks.

The total deposits in the 15 general banks here as of June 30 reported $397,632,854, more than $5 million above the figure reported on the same date a year ago.

This situation [illegible] the usual summer trend. Generally deposits have dropped from $5 to $10 million between the Dec. 31 and June 30 reporting dates, giving to a quieter business picture during summer.

The figure for mid-year, 1950, came within less than $2½ million of equalling the postwar high mark of $400,096,455, set on Dec. 31, 1945. This record included more than $47 million in government deposits, since withdrawn.

S. A. to Have Medical Unit Of Texas U.

Establishment of a vast medical center in San Antonio was a step nearer realization this week following the announcement a division of the postgraduate school of medicine of the University of Texas would be established here immediately.

Approval of the project was announced at Austin last Saturday by the University of Texas board of regents.

Financing of the training center will be made possible through the San Antonio Medical Foundation. Robert B. Green Memorial Hospital will be the headquarters for the division with Brooke Army Medical Center cooperating in the project.

Dr. James A. Bethea, who has been named dean of the unit, expects to have the program fully developed by the first of next year.

Approve Trade Zone As Shipping Point

North Loop, Tex., now has been approved by all railroads as a freight shipping point for San Antonio's new foreign trade zone, the Chamber of Commerce traffic committee was advised at a luncheon meeting Thursday.

E. A. Holmgreen, Jr., committee chairman, pointed out rates on specific commodities will be applied for as the need arises.

C. J. Cramer, [illegible] Commission hearing [illegible] Southern Pacific's application to abandon its passenger service between here and Skidmore.

He also announced [illegible] would be represented [illegible] missions meeting at Columbus, Friday, on the Southern Pacific application to suspend Trains 7 and 8 between San Antonio and Houston.

Holmgreen reported there is no hope of a repeal or reduction of the Federal Transportation Tax in view of the outbreak of hostilities in Korea.

Building Permits Ahead of 1949

Building permits issued in San Antonio for the first six months of 1950 showed a value of $26,189,164 compared with $16,196,771 for the same period last year, according to an announcement by Milton J. Landa, building inspector.

Percentage Gain Tops All Major Texas Cities, Census Official Says

Census officials finished counting noses here this week and when it was all over found San Antonio's population had jumped [illegible] a whopping increase [illegible] over the [illegible] Census Supervisor, the new figures San Antonio an approximate 60 [illegible] increase over 1940, the largest percentage among the major cities of the state.

Bexar County [illegible] subdivisions [illegible] 338,176 in 1940 to 406,090, an increase of 67 per cent.

Under a new Department of Commerce ruling, the figure for Bexar County now becomes the population for the metropolitan area [illegible] of the county [illegible] was included from the metropolitan area totals.

San Antonio's phenomenal increase is expected to move its national rank from 36th to 25th position.

On the basis of preliminary returns, San Antonio appears to have passed the following cities: Memphis, 394,025; Oakland, 378,322; Columbus, 373,821; Louisville, 371,859; Portland, Ore., 371,009; Rochester, 331,292; Atlanta, 326,962; St. Paul, 310,155; Toledo, 301,372; Jersey City, 300,447, and Birmingham, 298,747.

What is equally important, not a single city passed San Antonio during the 10-year period.

[illegible] Commerce President [illegible] New Year's Day [illegible] Antonio would [illegible] population gain of 150,000 for the past decade almost hit the official figure on the nose, was released Thursday.

[illegible] San [illegible] pro- [illegible] year.

"It is safe to predict San Antonio will have grown by 150,000 when the 1950 Federal census figures are released.

On this basis, the 1950 population would have been 403,854. Official figures released Wednesday by James W. Stroud, area census supervisor, in Mayor Jack White's office at the City Hall, places the count at 406,811. Jersig's prediction was 2,957 less than this figure.

Expressing jubilation over the announcement San Antonio registered the largest percentage gain in population among major Texas cities, Jersig said:

"It is certain that manufacturers and businessmen throughout the country will sit up and take notice when our sensational growth becomes generally known."

Jersig believes news of the population increase will give a "highly important spurt" to business, and will aid materially in bringing new

(Continued on page 2)

Vote As You Please But Please Vote!

Russia had an election in March of this year. The [illegible] only one choice—Joe's name was at the top [illegible] 100 per cent of those eligible voted.

San Antonio has an election coming up [illegible] local citizens will take the trouble to go [illegible] determine, but in the past far too many [illegible] their preferences.

It wouldn't be funny if [illegible] United States, but it could happen [illegible]

Predi[illegible]

There is no substitute in the Southwest for

NBC - CBS - ABC

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

SAN ANTONIO'S FIRST TELEVISION STATION

SUPER THEATRE

WBAL Adds Space to Arena

METHOD by which it can expand present theatre facilities for eventual large-scale television productions was announced last week by WBAL-TV Baltimore. It entails the turning over of a sizeable portion of the station's second floor business quarters as an addition to its "open air theatre."

Result, according to the station, will be to permit an enlarged working area for such big productions as variety shows, sports events (boxing, wrestling, etc.), with the stage accommodating the audience. By reversing the procedure, WBAL points out, the stage may be utilized for a production demanding its use and the "working area" transformed into a theatre capable of seating 400 persons. This is accomplished by adding 2,320 sq. ft. to available space and giving greater mobility to seating arrangements.

WBAL's "super air theatre" is under the supervision of John S. Wilner, station's TV director of engineering.

Would Bar Films

SENATE Commerce Committee last week approved a Senate resolution, sponsored by Chairman Ed C. Johnson (D-Col.), calling upon the U. S. to bar the importation of motion pictures produced or directed by former active members of the Italian Fascist Party, the German Nazi Party, fascist collaborators, members of the Communist Party or those who espouse Communist ideologies. Action of this kind would automatically keep such films from TV screens.

AS 'LARGEST'

WHO Offers Shrine Theatre

NBC-TV announcement that it has leased the Center Theatre, 3,000 seats capacity and located in New York's Rockefeller Center, with reference to it by Joseph H. McConnell, NBC president as the "world's largest legitimate theatre" [TELECASTING, Aug. 14] brought forth a challenge from WHO-NBC Des Moines last week.

In a telegram to Mr. McConnell, WHO Vice President and Resident Manager Paul A. Loyet, said: "It grieves me to tell you that America's largest legitimate theatre is in Des Moines. The Shrine Auditorium, 4,200 seats, stage 110 by 60 feet, was home of famous WHO *Barn Dance Frolic*, the Middle West's biggest and best weekly musical variety show for many years. Acquired by Cowles interests a few years ago, auditorium was re-named KRNT [Des Moines] Theatre."

As an afterthought, Mr. Loyet said: "We have understood that world's largest is in Moscow, which we are not particularly anxious to disclose, but know NBC will not publicize."

M. C. WATTERS, vice president and general manager of WCPO-TV Cincinnati, has first-hand access to station affairs with this Prairie Schooner trailer which he is using as his temporary office. Trailer is parked under WCPO-TV's 560-ft. television tower. Mr. Watters was forced to relinquish his city office in Carew Tower due to the rapid growth of WCPO-TV operation on "Television Hill." Until expansion of the present building is completed, Mr. Watters will handle appointments in his trailer.

BRAZIL VIDEO

First Station On Air

BRAZIL'S first television station went on the air from Sao Paulo last week, it was announced by Meade Brunet, RCA vice president and managing director of RCA International Division.

Owned and operated by Brazil's largest radio network, Emissoras Associadas, the new station operates from Sao Paulo's highest building, 520-foot State Bank Bldg., with studios in Sumare, a suburb [TELECASTING, Aug. 7].

RCA equipment, which was used throughout, includes a 3-bay superturnstile antenna, 520 feet above the street; a 5 kw transmitter operating on Channel 3, and complete studio facilities and mobile pickup units. Programs originating at Sumare are carried by microwaves to the main transmitter.

Contract for the installation was made through RCA's associated company in Brazil, Victor Radio S. A., and the director general of Emissoras Associadas, Dr. Assis Chateaubriand.

The Brazilian network, Mr. Brunet said, has purchased 11 RCA radio transmitters within the past four years, including two 50 kw transmitters for the ports of Bahia and Porto Alegre.

Nurse Recruitment

TV NETWORKS of ABC, CBS and NBC last week began a program of intensive message-support of student nurse recruitment, in cooperation with the Advertising Council. In the first major application of the council's new Television Allocation Plan, 8 to 10 live sustaining shows on each network will plug recruitment for a full week, it was announced. Sponsored programs will join in as soon as the fall season opens, it was said.

'Mo' Gets TV

PRESIDENT Truman's interest in television has resulted in the battleship *Missouri* being the first of the U. S. Navy to have a TV set. Manufactured by the Trad Television Corp. of Asbury Park, N. J., the installation on the "Big Mo" is the Giant Tradiovision projector set with a four-foot by three-foot screen. Although it was not disclosed that the Navy intended to adopt a policy of installing TV sets on all of its largest ships, Victor Trad, president of Trad Co., said "discussions are currently being held with Naval officials in Washington relating to mass purchases of Tradiovision sets."

FILM MAKING

U. S. Product Better—Katz

FILMS for television can be made better and more reliably in this country than in Europe and the U. S. should not depend on European sources for new films on TV, according to Aaron Katz, president of Official Films Inc.

Mr. Katz made these observations after returning from a six-weeks tour of western European film capitals. Based on his findings in Europe, entirely new film will be made here rather than in Europe, Mr. Katz having directed an increase in the capitalization of Official Films.

"The European films I screened in the past few weeks—and I saw many—can in no way compete with the American product," Mr. Katz said. "The best programs for television are not merely imitations of the theatre or feature films. TV is a new medium. As such it requires new technique—new kinds of entertainment."

AUTHORS LEAGUE

TV Bargaining Sought

BARGAINING negotiations for TV writers within 30 days were requested last week in New York of ABC, CBS and NBC by the National Television Committee of the Authors League of America.

Enclosed with the NTC letter to the networks was a statement by Authors League President Oscar Hammerstein II setting forth NTC's asserted right to represent 7,500 writers in the Authors, Dramatists, Radio Writers and Screen Writers Guild and in the Television Writers Group. The latter's status is disputed within the league, and NTC was formed to permit collective bargaining until such time as the dispute is settled.

Terms to be sought from the networks were not disclosed. However, at least the present radio writer minimums are expected to be demanded, subject possibly to adjustments in return for reservation to writers of all secondary rights.

NTC's action followed discussions in New York between John Larkin, national representative of the western branch of the league, and Richard Lewine and Olive H. P. Garrett, chairmen respectively of the eastern and western branches of NTC.

WNBQ (TV) EXPANDS

Will Add Five Hours

IN LINE with client demands for more available time, WNBQ (TV) Chicago, NBC O & O outlet, plans to extend week-day programming five hours daily before the end of the year. Station is now on the air week days from 4 p.m. until midnight, Saturdays, 6 to 11:30 p.m. and Sundays, 3:30 until 11 p.m.

TV Manager Jules Herbuveaux will program backwards from 2 p.m. this fall, when Comedian Ransom Sherman, now filling the *Kukla, Fran & Ollie* (five-a-week, 6 to 6:30 p.m.) moves to network time. Show is expected to be telecast from 2 to 3 p.m. with another network hour following. Hours from 11 a.m. until 2 p.m. will be filled locally.

Mars, Kellogg Renew

MARS INC., Chicago (candy), and Kellogg Co., Battle Creek (rice krispies, cereals), have renewed five quarter-hour segments of *Howdy Doody* on NBC-TV through Leo Burnett Agency, Chicago. Kellogg renews the 4:30-4:45 p.m. CDT portion of the half-hour, five-a-week show on Tuesday and Thursday on 27 cable and four non-cable stations from Sept. 5 for 52 weeks. Mars will sponsor three quarters, 4:45-5 p.m. Monday and 4:30-4:45 p.m. Wednesday and Friday, from Sept. 4 for 13 weeks, on 27 cable and 14 non-cable outlets Monday and 26 interconnected stations the other two days.

XUM

WTOP-TV

(formerly WOIC)

The Washington Post-CBS Television Station

for the Nation's Capital

announces the appointment of

RADIO SALES

Radio and Television Stations Representative...CBS

as its national sales representative

(This appointment became effective July 28, 1950)

WORLD SERIES

Bids Reach $700,000

BIDDING for television rights to the World Series reached a whopping $700,000 on the eve of the deadline for submission of bids.

The price offered for the rights reached that unprecedented level as a result of spirited bidding by DuMont Television Network, which reportedly has Chevrolet backing it, and by Gillette Safety Razor Co., which has a contract with organized baseball guaranteeing it first refusal to both television and radio rights to the games.

The negotiations centered in Detroit, headquarters of both Campbell-Ewald, the agency for Chevrolet (and for DuMont Labs.) and Maxon Inc., agency for Gillette.

Under Gillette's basic agreement with baseball, the razor company is guaranteed both television and radio rights to the World Series providing it matches any rival bids. Radio rights already have been assigned to Gillette at a reported price of $175,000. The radio version of the games will be broadcast on Mutual, with which Gillette has a contract covering both radio and television broadcasts of games.

As of last Friday morning DuMont had boosted its bid to $700,000 and Gillette had matched it. The deadline for a counter bid by DuMont was Saturday, Aug. 19. At press time, it could not be learned whether DuMont intended to continue bidding.

SPECIAL SECTIONS

Herald WKZO-TV Telecasts

WHEN WKZO-TV Kalamazoo, Mich., began regularly scheduled programming last month, three of the area's newspapers printed special television sections heralding the event. Full coverage was given by *The Kalamazoo Gazette*, *The Grand Rapids Herald* and *The Battle Creek Enquirer and News*.

WKZO-TV first opened June 1 [TELECASTING, May 29]. Owned and operated by Fetzer Broadcasting Co., the outlet is licensed for Channel 3 (60-66 mc).

Philco TV Spots

A SERIES of spots, one 60-second and four 20-second, has been produced for Philco television by Murphy-Lillis Inc., New York, through Hutchins Advertising Co., New York, for use by the local Philco distributors. Latter firms use the spots on a local basis.

UHF Grant

NEW experimental UHF mobile TV station has been granted to Philco Corp. by FCC. Assigned call of KG2XCW, the station will operate on 517-523 mc and 700-706 mc aural power of 5 w.

film report

NATIONAL TELEVISION PRODUCTIONS, new firm established in Hollywood, is filming television commercial shorts. Also doing nautical serial for 1951 release. . . . **Bill Harmer**, formerly cartoonist and special artist for Air Force, named art director for series of 52 TV film shorts to be produced by **Courneya Productions**, Los Angeles.

Atlantic Television Corp., New York, has acquired six *Dr. Christian* feature films with Jean Hersholt. New features purchased by company include: "Li'l Abner" (Al Capp United Feature comic), "Flying Deuces" (Laurel and Hardy), "Pride of the Bowery" (East Side kids) and "Arizona Thoroughbred" (wild horse film). Firm's plan for European one reel opera shorts featuring famous arias to be announced soon.

Washington Video Productions has moved to new quarters at 1905 Fairview Ave., N. E., Washington, D. C. New phone Lawrence 6-6525. Temporary phone number Lincoln 4-2335 . . . **Filmcraft Productions**, Hollywood, signed by ABC-TV to produce 52 half-hour TV films based on "Mandrake the Magician" comic strip.

Harry S. Goodman Productions, New York, introducing two new lines of television film, one series of syndicated spots for bakeries, jewelry stores, banks, etc., and one 15-minute dance instruction film titled "You Can Dance," featuring Joe and Libby Champagne. Dance series has been sold in Rochester, N. Y., through **Charles Rumrill Adv. Agency** to local wine account. Book of instructions can be given away by sponsor as special promotion or sold to viewers.

Jerry Fairbanks Productions, Hollywood, planning production of series of 26 half-hour TV programs *What Ever Happened to—*, featuring former famous personalities in "then and now" story. Firm has acquired films from newsreels and old motion pictures to show former headliners at height of success. New footage will show same personalities today. **Harry W. Flannery**, radio news analyst, will act as commentator and interviewer. Firm recently completed two half-hour pilot films for **Spike Jones** and partner **Ralph Wonders**, featuring Mr. Jones and orchestra.

John Reinhardt Productions formed in Los Angeles by **John Reinhardt**, motion picture director, and **Betsy Brown** to produce puppet films for TV. Films titled *Zany from Mars* to be half-hour feature for both adult and child consumption. Production of series to start soon. Firm's new studios are at 3779 N. Cahuenga Blvd. Agency handling sale and distribution, **Paul Kohner Inc.**, Hollywood.

Ziv Television has arranged with **Grant Realm Inc.**, Hollywood, to handle five-year distribution of 26 half-hour TV film series *Story Theatre*, produced by firm. Plans underway to produce second series. . . . **Telefilm Inc.**, Hollywood, producing series of one-minute and 10-second spots for **Stokely-Van Camp Inc.**, Oakland (Honor brand frozen foods) using Sportsman's Quartet. Agency: **Kelso Norman Advertising**, San Francisco.

M & A Alexander, Los Angeles, acquires rights to 16 *Range Buster* western film series, from **George Weeks**, creator and producer of series for **Monogram Pictures Corp.** Series to be divided into 32 half-hour TV programs. Plans to produce other films based on main characters. . . . **Super-Projectall**, manufactured by **Tressel Television Productions**, Chicago, announce price increase of 20%. President George Tressel said increase will not affect leasing price of instrument. Six stations have leased new model, most recent WSM-TV Nashville and WOC-TV Davenport. INS distributes and services Super-Projectall.

* * *

Trio Pictures, Los Angeles, completed filming of first five half-hour dramatic programs for TV, *Stars Over Hollywood*, based on CBS radio show. **Armour & Co.**, Chicago, to sponsor series on NBC-TV, starting in September. Agency: **Foote, Cone & Belding**. Same firm has developed new multi-camera projector called **Cinemultigraph**. Machine shows four or five film strips on screen simultaneously in coordination with sound tracks, used for rushes as well as for cutting.

New low cost television advertising possible for car dealers reported. Technique takes advantage of station's ability to superimpose over film, cards with dealers' names, addresses and prices while local announcer gives names of dealers offering service advertised. Series comprise nine one-minute films, concentrating on services motorists buy from dealer. Films cover cooling system, appearance, reconditioning, engine tune-up etc. **Video Films** Detroit, producer of motion pictures for TV, uses new technique in series of commercials for **Pontiac Dealers** through **McManus, John & Adams** advertising agency. Pontiac offers identical film to dealers throughout country.

GROUCHO MARX

Filmcraft To Shoot Shows

FIRST 39 of Groucho Marx television shows starting in the fall on NBC will be filmed by Filmcraft Productions, Hollywood. Filming of shows to be done on 35mm simultaneously with taping of the AM show. Hour of performance will be shot and edited to half-hour programs. Seven TV cameras to be used. DeSoto-Plymouth will sponsor both AM and TV programs through BBDO.

Filmcraft is headed by Isidore Lindenbaum, president; J. M. Alkow, secretary-treasurer; Ferenz Fodor, chief engineer, who hold same positions in Filmtone.

WPTZ (TV) SALES

All-Time High Expected

AN ALL-TIME commercial mark is expected to be reached by WPTZ (TV) Philadelphia this year, Commercial Manager Alexander W. Dannenbaum Jr. has reported. He said new highs for spot and participation business at WPTZ soon may find all time available for participation programs sold.

Mr. Dannenbaum also said that this fall will see more sponsored program hours than WPTZ had air time less than a year ago. As a consequence of the rising business tide, he said, WPTZ is expanding operating hours to accommodate regular sustaining features, educational series, public service programs, etc. By the end of daylight saving time, Mr. Dannenbaum continued, it will be nearly impossible to buy program time on the station between 2 p.m. and midnight.

"Every locally sponsored program carried by WPTZ last season has renewed," Mr. Dannenbaum said, adding, "1950 will see WPTZ hitting the all-time commercial mark in its 11 years of operation. Sponsors are showing increased interest in daytime television and this will result in even better daytime TV programs."

WSM-TV CARNIVAL

Five-Day Event Is Held

HERALDED by an "all-out" newspaper promotion, WSM-TV Nashville last week—Aug. 13-17—held what the station claims to be the world's first television carnival.

In cooperation with 16 TV set distributors, WSM-TV presented the show in two huge tents at State Fairgrounds. More than 100 WSM personalities appeared before the TV cameras during the five-day show and 10 television receivers were given away, two each night. Latest model sets were displayed in a tent 300 feet long.

On Aug. 13, opening day of the carnival, *The Nashville Tennessean* published a 60-page television section, believed by WSM-TV officials to be the largest ever to appear in a newspaper.

ANOTHER WGN-TV EXCLUSIVE!

The Only Television Station with Studios at the Chicago Fair

WGN's Television Center at the Chicago Fair

Hundreds watch through glass wall as WGN-TV's programs are telecast from the Chicago Fair Studios

Crowds see modern television equipment and the latest model television sets in action

Chicago's top TV station again blazes the way. The studios at the Chicago Fair represent one of the greatest joint civic enterprises ever attempted. Another reason why WGN-TV gets results. Another reason why WGN-TV has more spot business than any other station in the nation.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Telestatus

(Continued from page 66)

Inclusion of AM radio at added cost	281
Dealer's recommendation	247
Inclusion of phonograph at added cost	234
Inclusion of a plug-in space for outside phonograph	166

* * *

Godfrey Leads July Videodex

JAY & GRAHAM Organization, Chicago, has released the top 10 network shows for July in its latest Videodex report:

Program	Rating	No. TV Homes Reached (thousands)	No. Cities
1. Godfrey and Friends	37.0	1657.3	16
2. Toast of the Town	35.4	1680.6	16
3. Philco TV Playhouse	34.7	1483.9	15
4. All Star Game	27.0	1175.3	16
5. Original Amateur Hour	26.7	1271.7	16
6. Kraft TV Theatre	26.3	1260.8	16
7. The Big Story	24.1	903.9	12
8. Stop the Music	23.7	1155.3	17
9. Break the Bank	22.5	868.2	11
10. Your Hit Parade and wrestling (DuMont)	22.3	826.7	9
	22.3	881.7	12

Videodex reports cover 17 cable markets and Los Angeles.

* * *

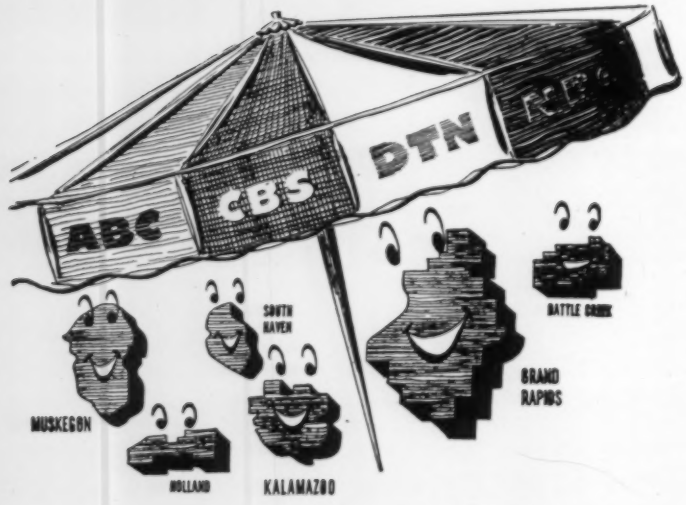
Pointers for Parents On TV Viewing

RATHER than disrupt the family in the home, television can serve it, according to an article on TV printed in the September issue of *Better Homes & Gardens*. Co-authors Dorothy Diamond and Frances Tennebaum point out that it is the parents who can make television an added incentive to learning or they can contribute toward the child's delinquency. TV, the article brings out, has merits which outweigh disadvantages. The authors stress that parents often set the example in viewing and that when, even after taste is maintained in selecting TV fare, the programs are "bad," adult viewers, by making their judgments known, "have the chance" to shape TV's future.

Hakim Joins DuMont

GEORGE M. HAKIM, account executive for the George Kahn Advertising Agency, New York, has joined the Allen B. DuMont Labs as assistant advertising manager in charge of cooperative advertising. Before joining the Kahn agency, he had his own advertising firm.

nothing but smiles under our umbrella!



WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

PRIOR to leaving for the Far East to cover the war in Korea, Sandy Spillman (center), program director, KPIX (TV) San Francisco, and Forrester Mashbir (r), production supervisor, discuss the situation with Philip G. Lasky, vice president and general manager, KSFO KPIX San Francisco. Station says its reporters were the first TV men accredited to cover the conflict.

Station Income

(Continued from page 61)

uary 1949 and which, therefore, had less than a full year of operation, the approximate average monthly operating cost was $24,000. Such stations employed a staff of about 24 persons.

The apparent indications are that the financial outlook of television broadcasting will continue to improve during 1950. An increasing number of stations will, undoubtedly, be "in the black" when the year end results are calculated.

However, the television broadcasting industry—as a composite whole—will, undoubtedly, present a "red ink picture" for 1950 even though the relationship between income and expenses will naturally improve over last year.

RCA TRADE NAMES

Cancels 4 Registrations

RCA has requested the U. S. Patent Office to cancel its registration of "Iconoscope," "Kinescope," "Orthicon" and "Acorn," and thus permit those trade names to become part of the public domain, it was announced last week by RCA President Frank M. Folsom.

The "Iconoscope" was the first electronic "eye" of the television camera," the "Kinescope" a picture tube of TV receivers, the "Orthicon" and improved TV pick-up tube, and the "Acorn" a tiny radio tube for portable sets.

Mr. Folsom said that now with television having become established, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive maner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating progress in the radio and electronic fields."

KRON-TV San Francisco will increase programming to seven days weekly beginning in September.

N. Y.-Chicago Relay

(Continued from page 61)

that where there are not enough facilities to go around they should be split evenly, each network receiving 25% of the available time.

That and other basic differences of thought have turned out to be less serious than was originally feared and last week's consensus was definitely inclined toward optimism that as fair a solution as is possible under the admittedly difficult circumstances will be reached promptly and amicably.

World's longest radio relay system, 838 miles and built at a cost of approximately $12 million, the New York-Chicago system will augment present coaxial cable facilities, providing four fulltime westbound TV channels and three eastbound, ample for the video network's present needs, in addition to many more telephone circuits.

By the end of September, AT&T expects to place into service several new links of intercity TV transmission facilities, moving steadily toward the goal of coast-to-coast video networks by the end of next year. From Richmond, which will have three-channel service from Washington, two southbound coaxial cable channels will be available to carry video programs on to Charlotte, with a single southbound channel, also coaxial cable, extending from Charlotte to Jacksonville, Atlanta and Birmingham.

Dayton-Indianapolis Link

At the same time, two westbound radio relay circuits will link Dayton and Indianapolis and a coaxial cable connection will be opened south from Indianapolis to Louisville, providing a single TV channel immediately and two channels at the end of the year.

Sept. 30 also will see the inauguration of two eastbound radio relay channels from Chicago to Des Moines via Rock Island and Davenport, with two-channel coaxial service from Des Moines to Minneapolis and single-channel radio relay service from Des Moines to Ames, and Des Moines to Omaha, and an Omaha-Kansas City cable.

Meanwhile, two northbound radio relay circuits from Los Angeles to San Francisco will begin transmitting TV programs between those two California cities, first link in a West Coast TV network installation. Construction of the radio relay system from Chicago to Omaha is complete and exhaustive tests of this 458-mile link are now being made. Construction of the Omaha-Denver section was begun in April and installation of the microwave radio relay equipment will begin soon. Tests for relay paths from Denver to the coast have been finished and the radio relay stations across the Rockies, Sierra Nevadas and Coastal Ranges are now in the initial stage of construction. Service over this final link of the cross-country radio relay system is anticipated before the end of 1951.

News that reaches you in less than a second!

How mobile television vans flash pictures from the field

No. 8 in a series outlining high points in television history

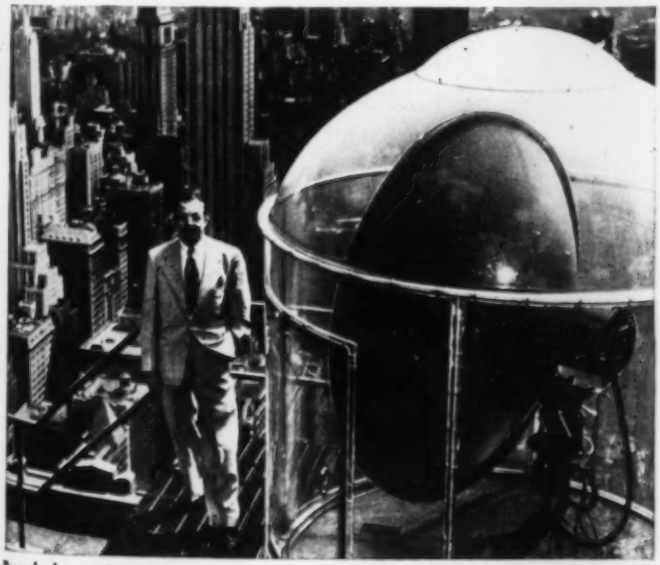
Photos from the historical collection of RCA

Mobile television van operating *"in the field"—note complete camera facilities, and microwave relay apparatus.*

• A fire starts somewhere miles away from your home, yet you are on the scene in a jiffy—perhaps as fast as the firemen's first hook and ladder!

This is television reporting—virtually, by any practical measurement, instantaneous—and making all other methods of news coverage seem slow. Behind it are basic research developments from RCA Laboratories.

"Eyes" of the mobile television vans which gather spot news are supersensitive RCA image orthicon television cameras, which "see" in the dimmest light. This sensitivity, since the light at a news event is usually outside human control, is a definite *must*.



Bowl-shaped antennas *at the parent television station pick up the microwave beam from the remote mobile van.*

Developed by RCA scientists on principles uncovered by its parent the *iconoscope*, an image orthicon pick-up tube is essentially three tubes in one. A phototube first converts the visual image into an electron image. This is then "scanned" by the electron beam of a cathode ray tube—creating a radio signal. An electron multiplier next takes the signal and amplifies its strength for the trip through circuits to the transmitter.

Such compactness is characteristic of every operation that goes on inside a mobile television van, and RCA engineers have designed television equipment—which might fill entire rooms in a standard studio—to fit the limited space of a truck. Yet every studio facility is present, even monitoring equipment and cameras that can swing quickly from a wide-angle view to a close-up.

Interesting, too, is the technique by which these mobile vans flash what the camera sees back to the point of telecast. Sharply focused directional radio beams are used to carry the signal with a minimum loss of power.

More and more, as television spreads across the country, you may expect it to play a larger part in getting news to the public *fast*. And you may expect, from RCA Laboratories, developments which will continue to increase the effectiveness of mobile television vans.

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

ATLANTA MERGER

ANI TV Decision Deadline Set

FCC RULED last week that Atlanta Newspapers Inc., new firm formed with the merger of the Atlanta *Journal* and *Constitution* radio and newspaper properties, must elect by Sept. 8 whether it will retain the *Journal's* WSB-TV or the *Constitution's* WCON-TV.

ANI was given notice Thursday in a letter responding to its request for authority to operate WCON-TV (Channel 2) experimentally for six months or more with effective radiated power of 50 kw visual and 26.3 kw aural in order to make propagation measurements in cooperation with the National Bureau of Standards and FCC's engineering research division. The proposal also contemplated use of WSB-TV, which is providing a regular TV service on Channel 8, in the test measurements.

In its letter the Commission noted that Atlanta Newspapers had said that, after the merger, it would give up one of the stations—probably WSB-TV on Channel 8—in accordance with FCC's duopoly rule; that apparently WCON-TV's construction has been completed though it has operated with test pattern only, and that accordingly ANI must decide which of the stations it wishes to retain.

The Commission conceded, however, that the planned tests are designed to secure tropospheric propagation and other data "which should be of value to the Commission." But it claimed WCON-TV's use of 50 kw power is inconsistent with FCC rules, "since it involves an increase in the power and service area of a commercial television station which might unduly complicate any changes in the television allocation plan arising out of the pending proceedings."

FCC suggested therefore that if ANI wishes to conduct its experiment using WCON-TV's present power and antenna height, then the Commission—after ANI has elected which of the two stations it wishes to retain—"would consider" granting a special temporary authorization to make the tests using "the facilities of the station you have surrendered."

Spokesmen for ANI, however, claimed FCC's letter reflected at least three flaws.

FCC 'Erred'

First, they said, the Commission erred in concluding that WCON-TV is in readiness for an application for regular license. Its antenna system is not working properly, they asserted, and an extended period of time is needed to put it in order.

Further, they said, FCC misconstrued its duopoly rules. They pointed out that only WSB-TV is in licensed operation; that WCON-TV will not be a "station" within the meaning of the rules until licensed for regular commercial operation, and has not been operated at all since the merger.

Third flaw was seen in FCC's reasoning that experimental operation of WCON-TV with increased power "might unduly complicate" pending allocation plans. They claimed the purpose of the proposed experimentation was to determine what effect the increased power might have on allocations, and that FCC's language therefore implied a fear that use of 50 kw would show up defects in the allocation proposal which FCC is considering.

In directing ANI to choose between WSB-TV and WCON-TV, FCC said decision to retain WSB-TV should be followed by submission of the WCON-TV construction permit for cancellation by Sept. 8. If WCON-TV is to be retained, ANI was told that by Sept. 30 it must file an application for license and a request for permission to commence program tests not later than Oct. 10, and surrender the WSB-TV license for cancellation effective with WCON-TV's commencement of program tests.

Pending ANI's decision on these points, FCC said it would hold in abeyance the pending applications for extension of completion date of WCON-TV and for the requested experimental authority.

Atlanta Newspapers was formed upon the merger of the *Journal* and *Constitution* properties, and is controlled by the James M. Cox interests, which previously owned the *Journal* and WSB [BROADCASTING, April 3, 10, May 22].

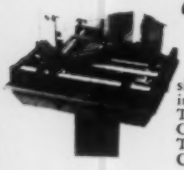
The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

THE Gray TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification... are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS



Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.
Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

upcoming

NAB District Meetings

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.
Aug. 24-25: Dist. 16, Hollywood-Roosevelt Hotel, Los Angeles.
Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.
Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.
Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.
Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Aug. 28-30: Canadian Assn. of Broadcasters directors meeting, Jasper Park Lodge, Jasper, Alta.

TV in OMAHA

DIRECT NETWORK STARTS SEPT. 30TH

65 HOURS A WEEK ON WOW-TV

Hurry!

Good Spot Buys Scarce— But Still Available!

With TV Set sales crowding 30,000 — and 50,000 expected by year's end — it'll be a great year for WOW-TV, Omaha.

65 to 70 Hours — mostly NBC and Dumont — is all set! — Also all Cornhusker Football games, World's Series, Boxing, Wrestling and Local features.

Wire or Telephone now your nearest John Blair man or WEbster 3400 at Omaha

WOW-TV

CHANNEL SIX

Owned And Operated By Radio Station WOW, Inc.
OMAHA, NEBRASKA
FRANCIS P. MATTHEWS, *President* **JOHN BLAIR & CO.,** *Representatives*
LYLE DeMOSS, *Acting General Manager.*

Southwest

(Continued from page 52)

ness will be, we remember that during the last years in wartime we had more business than we could handle. It's just a natural trend. I'm optimistic."

Here and there, while conceding that war ordinarily is accompanied by business expansion, some Southwest radio people predicated the rosy outlook on the absence of any adverse effect on the domestic economy. But such reservations were more in the nature of the knock-on-wood afterthought.

James Kirksmith, director of station relations of Liberty Broadcasting System, Dallas, with 231 affiliated stations coast-to-coast, said "business looks very good." He added: "Things have improved in the last three months. Due to the war situation, TV is going to slow up and AM is going to speed up as a medium of advertising. Outlook is certainly brighter this fall than last. More people have more money to spend."

Mr. Kirksmith voiced his view that the smaller stations would come in for a larger share of national business.

Backing up the optimism of Texans in the business of selling time are the plans and programs of those buying the time—the sponsors.

Take the Frito Co., Dallas, for example. This company sells its product heavily in its home region of the Southwest, but also across the country. Says Ray K. Glenn, president of Glenn Advertising, Fort Worth, Dallas, Los Angeles and Tyler, Tex., handling Fritos: "We'll be using more radio this fall than ever before, and all across the country."

Including radio and TV, Mr. Glenn estimated the Frito organization, which also sells Cheetos and Tatos in addition to the familiar Fritos (corn chips), will have a budget 50% higher for the coming season over the previous year.

Among markets where Frito will be in evidence both in AM and TV will be not only the major Texas cities but Minneapolis-St. Paul, Chicago, Los Angeles, New York, Washington, Pittsburgh, San Diego, Phoenix, St. Louis, to name several.

Mr. Glenn's overall comment was that "business is looking very good."

Clients Fare Well

Philip L. McHugh, director of radio and television of Tracy-Locke Co., Dallas, which handles the Borden account in a five-state Southern Division and Burrus Mill and Elevator Co. (Light Crust flour) on 167 Mutual stations, among others, states the situation in these convincing terms:

"Everyone of our clients is doing about the best business they've done. We think the outlook is very good. We'll probably expand in TV, and don't intend to cut down any on AM."

Borden's has a campaign running through next spring in 26 markets in Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

Light Crust's Monday, Wednesday, Friday show on Mutual will go on, and will be used this fall for a big contest plugging industry in the South. Details will be announced in a few weeks.

Among other Tracy-Locke accounts, also using radio, will be Mrs. Baird's Bread, Resistol Hats, and Imperial Sugar Co.

"We're doing an awful lot of spot this fall," Mr. McHugh added.

Other clients have plans for breaking into TV, or expanding, in a fairly substantial fashion.

Continental to Increase

Continental Bus System, operating coast-to-coast and said to be the country's largest independent bus operation, is also possibly the largest user of radio for selling bus transportation.

This company, with headquarters in Dallas, has been consistently using radio through the year in 23 states and about 120 markets, ranging roughly from Raleigh, N. C., on the east to San Francisco on the west, to Kansas City, St. Louis, Denver, on the north, and south to Miami.

"We anticipate a heavier schedule for Continental Trailways this fall, roughly 10% higher," says Bob Stuart, radio-TV director of Lannan & Sanders, for the account.

INKING the first contract between WOR-AM-FM-TV New York and IBEW — covering radio and TV technicians—are J. R. Poppele (l), WOR vice president in charge of engineering, and Charles Calame, business manager, Local 1212, IBEW. The pact became effective Aug. 7 and will run through March 1952 [BROADCASTING, **Aug. 14**].

Continental is also contemplating a dip into TV, at least experimentally. The company is using all kinds of radio programs, and is test-minded.

Listeners in many parts of the country will be hearing new offerings in the singing jingle series.

Bewley Mills, Fort Worth, again will be using 8 or 10 key and leg stations of the Lone Star Chain in Texas markets with its Western *Chuck Wagon Gang*.

Globe Labs, Fort Worth, has plans for heavy use of radio to reach the rural market with its animal health products.

Taylor Sees Good Prospects

Elaborating on his remarks, Ted Taylor, who also is president of the Taylor Co., New York, found business brighter not only on his own Southwestern stations but on other stations his firm represents.

He estimated total billings—local, regional and national—on his three Taylor-owned and operated stations to be 12% to 14% higher this summer than last.

"Things are very active for fall and winter placement," said Mr. Taylor. "Last year it was touch and go. This year, timebuyers are buying in advance, and issuing definite commitments."

As to TV, Mr. Taylor said advertisers still "have a tremendous proven medium in AM. They still have goods to sell, and AM is the medium to do it. Big areas are still not reached by TV down here (in the Southwest)."

On this point, Mr. Brimm remarked from the representative's viewpoint: "Conditions in the Southwest are different from the big eastern markets, for example. Out here the saturation point in sets hasn't got to the point where it hurts AM at all."

Again, discussing the war picture, Mr. Campbell had this viewpoint by way of a footnote to his general optimism: "We don't know about the international situation, and how to take it into consideration. During the war years radio made its greatest gains. Don't know if that'll be true again. I'm no prophet. We're going into the fall with excellent prospects for AM and TV."

Mr. Campbell added that AM schedules for his stations were running ahead of last year, spot business was holding up well, and network prospects "very good." WFAA-AM operates on two frequencies, sharing with WBAP-AM network affiliations with both ABC and NBC for the Fort Worth-Dallas 1 million-population radio market.

No Favoritism

Speaking of the TV picture in relation to AM, Mr. Rembert said, "TV is extremely promising. But we're not favoring TV over AM. We still love AM." Mr. Rembert, who is a member of CBS affiliates' advisory board and the NAB board, directs Dallas-Fort Worth's newest TV outlet, KRLD-TV, as well as the AM unit.

Mr. Cranston, of WBAP-AM-TV, added: "Our TV has not affected our AM. There is definitely more activity in both AM and TV this season than 1949."

And Joe Evans again: "If we can escape a domestic economy upheaval, both AM and TV curves in the Southwest will continue upward in 1951."

Without a dissenting vote, the verdict from the Southwest for fall-winter '50-'51 stands, on all accounts: "It's going to be a big year for radio—possibly a record-breaker."

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

programs promotion premiums

CARD DISTRIBUTION ● ●

WDAK Columbus, Ga., issues promotion piece in form of sign, "Please don't disturb . . . listenin' to WDAK . . . 1340 on every dial." Red card shows reclining figure of cotton picker listening to radio. Gold card attached for easy hanging on radio dials.

UNIFICATION ● ● ●

WMGB Richmond, Va., presented half-hour program on which recruiting officers of four branches of armed forces appeared. Latest recruiting information of respective branches discussed by officers in order that prospective enlistments might have all facts presented at one time with no partiality being shown. Show was public interest activity by WMGB.

MORE MAPS ● ● ●

KGW Portland, Ore., WNAX Yankton, S. D., and KTED Laguna Beach, Calif., sending maps of Korea to interested listeners. All stations announce venture has met with overwhelming success.

'HELLO MOM' ● ● ●

WAVZ New Haven keeps mothers informed on children away at summer camps. Daniel W. Kops, vice president and general manager of station, also chairman of Camp Committee of New Haven Council of Social Agencies, recorded messages from children to their mothers with assistance of staff reporter George Duffy. Messages broadcast every hour to mothers alerted beforehand to tune in WAVZ.

FARM PROGRAM ● ● ●

WBAA Lafayette, Ind. sends informative program list to trade and public. Composed as monthly schedule, services to farmers and homemakers are divided into markets, weather, news, forum topics and shows of interest to mothers. Day and time are given, as well as specific matters to be discussed. Included also are Purdue U. school of the air shows.

SPOT INTERVIEWS ● ● ●

WOOD Grand Rapids, Mich., conducts five weekly, 15-minute show direct from Michigan National Guard encampment at Grayling. Accompanying 126th Infantry Regiment from Grand Rapids, Announcer Eddie Chase taped interviews with guardsmen on firing range, at K. P., in bivouac, along line of march, at obstacle course and on other military activities.

BABY CONTEST ● ● ●

WBRD Ft. Lauderdale, Fla., took the air this month accompanied by Baby Personality Contest. Children competed according to age, with winners in each group weekly, and grand awards given. Contest began in late June. Additional promotion by station was distribution of pink and blue cards to be attached to listener's radio sets. Cards bear station's call letters and show its "top" position in list of local stations' frequencies.

SERIES MAILED ● ● ●

WRFD Worthington, Ohio, sends series of post cards to trade, each bearing data concerning station's progress. Increases in listenership, clearness of signal, improvement of programming and business are proclaimed.

SPONSORS PLUG ● ● ●

WPTR Albany, N. Y., Aug. 10 began series of station identifications using voices of station's sponsors tying in local business angle. Sponsors introduce themselves, make station break, then plug their favorite WPTR programs.

UN SESSIONS ● ● ●

WFIL Philadelphia as public service for nighttime listeners schedules delay broadcasts of United Nations Security Council sessions aired earlier in day by ABC, its network affiliation. Four daytime broadcasts rescheduled for 10 p.m. in first week following Soviet return to Council. Others planned.

'MISS OMAHA' ● ● ●

KMTV (TV) Omaha, Neb., telecast eliminations for "Miss Omaha of 1950" competition. Entire contest was telecast from studios, including competition Aug. 5 for "Miss Nebraska" title.

WCCO GRAPHS ● ● ●

WCCO Minneapolis-St. Paul circulates three-page graph showing (1) Hooper April 1950 average evening rates, (2) effect of TV on stations in area, based on BMB March 1949 survey and (3) costs per thousand families reached in half-hour evening time, giving WCCO rates as compared with other area stations.

★ ★ ★ ★ ★ ★ ★ ★

'OLD HANDSOME'

WTWA Thomson, Ga., publishes occasional ads in *McDuffie Progress*, weekly newspaper in Thomson. First ad showed Edgar Kobak Jr., station's manager, at age of 16 in high school baseball uniform. Copy informed readers, "This man is available . . . That's right—Old Handsome is available for any and all pitching engagements . . . If you characters don't have anything else to do you can hear this Wonderful, Lovable Person . . ." Show time and station's call letters followed. Next ad read, in part, "Sorry Folks, we're NOT going to print a picture of Old Lovable this week. Too many women swooned the last time." Readers are urged to tune in to the "Great, Handsome Lovable . . . One and only Kobak."

★ ★ ★ ★ ★ ★ ★ ★

TRANS-ATLANTIC QUIZ ● ●

WCOP Boston completing arrangements with BBC for trans-Atlantic quiz series for fall broadcast over WCOP and Light Program Service of BBC. Program, titled *International Quiz*, will pit British college students against Hub collegiate via shortwave.

MARKET PICTURE ● ● ●

KCKN Kansas City releases attractive market folder bearing slogan: "For a brighter market future . . . look to Greater Kansas City . . . high in buying power . . ." Showing by map, effective day and night coverage, KCKN's folder gives data on counties, population, radio homes, buying income, retail sales.

FAIR COVERAGE ● ● ●

WBBM Chicago Farm Director Harry Campbell reported events directly from Illinois State Fair at Springfield last week. Visit to Illinois Fair first of three state fairs he will cover this year. Transcribed interviews with state officials, dignitaries, visitors, exhibitors, prize winners, etc., heard following morning on WBBM's *Country Hour*.

TRACK SPONSORS ● ● ●

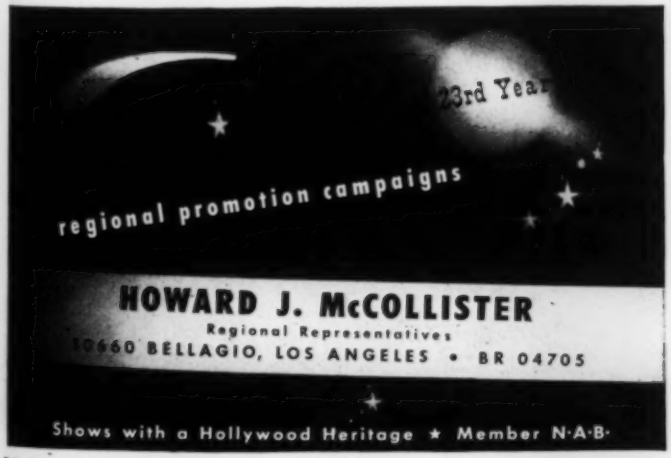
WBNS-WELD (FM) Columbus, Ohio, sponsors 1950 Central Ohio Junior Olympics supervised by Columbus Recreation Dept. WBNS broadcast track and field events show Aug. 11-12 from Ohio Stadium. Station presented medal to first, second and third place winners in each event.

BIRTHDAY PARTY ● ● ●

WTVB Coldwater, Mich., Aug. 7 celebrated first anniversary of service to tri-state area. During special 20-minute broadcast, some 300 children and grownups gathered at local ice cream parlor were served ice cream and individual iced WTVB cakes.

ADVERTISING FOIL ● ● ●

WEAW (FM) Evanston, Ill., mailing trade promotion piece featuring rolled packages aluminum foil used in miscellaneous household tasks. Mailing label suggests recipient "take this aluminum foil home. It's wonderful for wrapping leftovers." Continuing, message suggests prospective clients wrap advertising problems in "nice, neat and inexpensive package," by using WEAW.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

SPECIAL OFFER TO NEW SUBSCRIBERS
$7

the 1950
BROADCASTING
MARKETBOOK
featuring
SPOT RATE FINDER

" . . . the most valuable tool for evaluating markets, radio-tv time buying in years."

SELLS SEPARATELY FOR $1.00

This 250-page MARKETBOOK will be sent free to new BROADCASTING subscribers upon receipt of order.

Here in one complete book are **all** the essential facts and spot rate figures for buying/selling AM FM TV time. Three-color 25" x 35" radio-tv map included with each MARKETBOOK.

FREE
TO NEW SUBSCRIBERS

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

allied arts

GEORGE G. DIETRICH, director media and station relations Young & Rubicam Inc., Hollywood, to Calif. Transit Adv. Inc., L. A., as account executive.

HARRY O. BERGKAMP, ASCAP district manager in Phila. office, recalled as Lt. in U. S. Navy. **WILLIAM VINCENT** of same office will act as manager during his absence.

JERRY ALBERT, United World Films (subsidiary Universal Pictures) director of advertising and public relations, takes on additional duties as associate director of TV operations. He will work with **NORMAN GLUCK,** recently-appointed TV sales director.

MILDRED BEACH, TV producer, named secretary Academy of Television Arts & Sciences, Hollywood, replacing **DANA DODD,** resigned. Academy moves to 6047 Hollywood Blvd.

AL BLOME from A. J. Henderson Assoc., Detroit, to Vogue Wright Studios, Chicago, TV, motion pictures, as production supervisor.

EDDISON von OTTENFELD, president Vonna Records Inc., Hollywood, and recording consultant Allied Record Mfg. Co., same city, awarded doctorate in music by U. of Montreal for symphonic choral composition, "Genesis," composed in 1938.

HARVEY L. POKRASS, president Tele-King Television Co., named chairman of TV committee N. Y. State Disabled American Veterans' first annual benefit.

EDWARD PAUL, musical director Jerry Fairbanks Productions, Hollywood, father of boy, Frank Allan.

Equipment . . .

ALFRED S. BACKUS, General Electric Co., G.E. Mycalex Div., Pittsfield, Mass., to Mycalex Corp. of America (FM, TV Facsimile), N. Y., as plant manager of Clifton, N. J., factory. **G. A. HUNKELE,** Thomas A. Edison Inc., West Orange, N. J., to plant comptroller and head of purchasing dept., Mycalex Corp. of America.

G. E. BURNS named General Electric field sales manager in replacement tube sales organization. Was district radio-TV receiver sales representative in Atlanta. **W. C. WALSH,** district sales representative Salt Lake City, to western regional sales manager.

JOSEPH KATTAN, vice president Emerson Radio Export Corp., an Emerson subsidiary, appointed distribution manager Emerson Radio and Phonograph Corp. He will be in charge of sales, advertising programs and budgets.

THE JAMES KNIGHTS Co., Sandwich, Ill., announces improved broadcast stabilized unit, the JK57MF, featuring unique and more positive method of varying gap, firm reports.

SOUND APPARATUS Co., Stirling, N. J., redesigns Model FR, Frequency Response Recorder. Literature mailed upon request.

ARTHUR E. AKEROYD, representative for radio parts and electronic equipment manufacturers, named agent for Regency Booster in six New England states by I. D. E. A., Indianapolis.

F. W. TIETSWORTH named commercial engineer Eastern sales region General Electric's Tube Divisions. With that branch since 1944, he headquarters in Schenectady, N. Y.

JERROLD ELECTRONICS Corp., Philadelphia, issues detailed catalog on Jerrold Mul-TV System providing information on installation and operation for use in multi-unit buildings as well as TV dealer stores. Illustrations in 12-page catalog depict methods of installation.

D. W. ONAN & Sons Inc., Minneapolis (electric generating plants), release folder, *When Power's Off . . . You're Safe,* explaining methods of continuing activities following power failures.

Technical . . .

JOHN J. BUBBERS, studio supervisor for eight years at WOV New York, to WLIB New York as chief engineer.

BILL NIELSEN, chief studio engineer KRON-TV San Francisco, resigns to work for Army Radar in Europe. **HAL SIMPSON,** KRON-TV engineer, succeeds him. **DAVID ROSEN,** KPIX (TV) same city, to KRON-TV engineering staff.

JOHN SERAFIN, ABC-TV maintenance engineer, recalled for military duty. Was Air Force captain and radar technician during last war.

JOHNNY KELLY, WEEI Boston engineer, father of girl, Susan.

BROOKS SMITH to engineering department WSSB Durham, N. C.

RADIO AMATEUR magazine, publication of Radio Magazines Inc., N. Y., sold to Cowan Publishing Co.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces two new regulated power supplies for TV station applications. Units, types TP-12-A and TP-13-A, feature single-phase input, high current capabilities and low ripple. Further details available from G-E Commercial Equipment Div., Syracuse.

WJAS Pittsburgh announces inauguration of series public service programs broadcast Sun. 4-4:15 p.m. Produced by Institute of Democratic Education.

O'CONNOR PLANS

Tenn. Survey Firm Expands

IN line with expansion plans, the O'Connor Survey Co. Inc., Knoxville, Tenn., operator of O'Connor Radio Surveys, has announced it will move into new offices in the Vester Bldg., Knoxville, on or about Sept. 1.

Firm also announced the appointment of Virginia Anderson as assistant to Bernice M. O'Connor, president. Miss Anderson is a recent graduate of the U. of Tennessee's College of Business Administration. Further additions to the staff will be announced later, the president said.

O'Connor Radio Surveys has been in operation for the past three years and has conducted surveys both by the coincidental telephone and diary methods.

KID GRANT

Remanded to Examiner

INITIAL decision to grant KID Idaho Falls, Idaho, change in facilities from 5 kw day, 500 w night on 1350 kc to 5 kw day, 1 kw night on 590 kc has been set aside by the FCC and remanded to the hearing examiner for further proceeding. Action was requested in petitions by WOW Omaha and FCC's general counsel.

The petitions contended that the KID technical presentation was based on transmission values and a site assumed for KSUB Cedar City, Utah, which since have been proven inaccurate. Hence this would affect the interference WOW might expect from the proposed KID operation, FCC said.

FCC ordered the further hearing to receive "appropriate evidence as to the populations and areas now receiving service from stations KSUB and WOW which would receive interference from the operation of station KID." The initial grant had been made in February [BROADCASTING, Feb. 13].

KXO El Centro, Calif., has reported 15% increase in billings for first six months of 1950 over same period last year.

Midwest

(Continued from page 25)

high level, we will continue our usual radio and TV schedule. If we find ourselves limited in products to produce, we will have to withdraw from heavy schedules, as we did during World War II," he said.

Mr. Waddington noted a "softening, attributable to less radio listening, in larger markets like New York, Chicago, Philadelphia and Baltimore." He said Miles would like to use more spot radio to supplement campaigns in specific markets, "but we have been unable to find availabilities."

Miles Labs Plans

Miles Labs sponsors seven network radio shows: *Quiz Kids* (NBC), *Hill Top House* (CBS), *Curt Massey Time* (CBS), *News of the World* (NBC), *One Man's Family* (NBC), *Ladies' Fair* (MBS), and *Queen for a Day* (MBS). In the fall the client expects to order a radio spot campaign in 60 markets for Nervine. Miles also sponsors a TV version of *Quiz Kids* on NBC-TV.

The agency for Miles, Wade Advertising, Chicago, buys 30-minute square dances each Saturday on Chicago, Minneapolis, Des Moines and Yankton radio stations for Murphy Products (feeds).

Radio must be relied on in non-TV markets, according to Nate Perlstein, advertising manager of Pabst Brewing Co. "Radio is also needed to reach the many persons in large cities who are habitual radio listeners and have not deserted the medium for television," he said. "It is unwise to say that radio is going down and TV up. Both fill a vital need in the life of every American."

Pabst Policy

Mr. Perlstein noted that Pabst advertising has always been of the public interest-institutional type. "If the world crisis flares into an all-out war, we will continue with this advertising policy," he said.

General Mills expects to carry all of its present radio properties through June, said Lowry Crites, vice president in charge of media. "Both radio and television will probably be up," he predicted. Tatham-Laird, Chicago, one of General Mills' four agencies, buys *Today in Hollywood* (ABC) and a portion of the *Breakfast Club* (ABC) for Kix.

The agency's radio and television supervisor, George Bolas, reports increased billing for both media—for radio "because we have found a few more places where it fits the client's particular picture and is more effective than other media." Bear Brand (hosiery), through T-L, is organizing a four-to-six-week AM spot campaign, in spite of yarn shortages.

S. C. Johnson & Son will continue to advertise, "even if we have to scratch for raw materials and can't get our products out in volume," according to Will Connolly, advertising manager. In the event of an emergency, "we will support various patriotic drives and play down our product sale," he said. Referring to television, Mr. Connolly said Johnson has been in it "on too modest a scale to compare it with our radio success."

Melvin Brorby, vice president of Needham, Louis & Brorby, which handles the Johnson account, said the international situation in Korea has affected only one of the agency's clients. That advertiser cancelled plans for an AM show because of metal shortages.

An all-time high in billing for the Chicago office of Foote, Cone & Belding was predicted for fall by Fairfax Cone, board chairman. "We will have a tremendous expansion in both radio and television this fall," he predicted.

Full Schedules

Agreeing that availabilities are tight, Mr. Cone said last week, "I think we have just bought the last two TV availabilities in town, and radio is just about filled up, too!" Terming television the "greatest medium ever developed," Mr. Cone added: "You can't substitute it 100% for radio, though, because of its regional nature." He disagreed with some reports that the trend is toward national spot, saying "there is more network out of our Chicago office than ever before."

Among FC&B's placements are three AM shows for the Toni Co. which go off ABC Sept. 15. They are *Carol Douglas Show*, *Quick As a Flash* and a portion of *Chance of a Lifetime*. Spot campaigns are being prepared now for Toni, Armour's Chiffon flakes and Dial soap. AM network shows for fall will include Armour's *Stars Over Hollywood* (CBS) and *Next, Dave Garroway* (NBC), *Hallmark Playhouse* (CBS) for Hall Bros., and *This Is Nora Drake* (CBS) and *Give and Take* (CBS) for Toni.

TV business includes: Two Bob Hope network shows (probably NBC) in September and on Thanksgiving Day for Frigidaire; *Toni Twin-Time* for the Toni Co. on CBS, Wednesday, 9-9:30 p.m. (EST); Armour's *Stars Over Hollywood* on NBC, Wednesday, 10:30-11 p.m. (EST), and local video shows in Chicago for First National Bank, Beatrice Foods and Marshall Field and Co.

Leo Burnett agency, which marked its 15th anniversary Aug. 5, has bought seven network AM shows and six network TV shows for fall sponsorship by its clients. The agency reports radio and TV billings account for 25% of its $22 million annual gross.

Al Eisenmenger, chief timebuyer, reports "lines pretty well set for fall, indicating a shifting of funds with a slight overall increase for AM and TV. We try to maintain a flexibility of schedules for greater balance of media," he explained.

Reporting no serious developments in the movement of consumer goods, but tightening TV availabilities, Mr. Eisenmenger called this a period "for more economical buying. This means, to us, stronger evaluation of markets when we buy."

Burnett Accounts

AM business out of Leo Burnett includes *Arthur Godfrey*, *House Party* and *Grand Central Station* on CBS for Pillsbury, *Mark Trail* on Mutual for Kellogg, and a five-minute strip on ABC for Mars, still unannounced. Kellogg sponsors two quarter-hour portions of *Howdy Doody* on NBC-TV, Mars has three quarter hours on the same show; Green Giant, *Open House* on ABC-TV, and Pure Oil Co., *Who Said That?* on 16 or 18 NBC-TV stations on a cooperative basis.

More radio and television is going to be added this fall by J. Walter Thompson but Hal Rorke, radio and television director, says most of the planning is still in the discussion stage. One AM sponsor is thinking of both a regional and a network show, and several clients plan extensive use of spots.

Mr. Rorke sees in JWT clients "a certain disposition to show caution about long-term future commitments because of the Korean situation. Manufacturers are looking askance at that part of buying described as hoarding, because this tends to upset their planning for the future even though business is good now," he said.

Clients are watching the course of domestic consumer reaction as well as that of international affairs, Mr. Rorke said. "Our commitments for advertising remain the same, but we can't look ahead to the future with any conviction."

Television business will include *Kraft TV Theatre* on NBC for Kraft Foods, spots for Elgin and several Swift products, and *Gene Autry* films in 14 markets for Brach candy.

Scott Cites Increases

Schwimmer & Scott billing is up 30% over last year, and all schedules have increased "materially," reports R. J. Scott, president and treasurer. This increase is attributable to more advertising placed, because the number of accounts is the same, he said. "Many of our clients (Realemon, Salerno butter cookies, Hawthorne-Melody milk, NuEnamel) have been built up from small accounts," Mr. Scott said.

The agency's 40 radio and television accounts are divided equally among radio, TV and a combination of both. No S&S account is trimming appropriations for advertising, Mr. Scott said. Food product accounts (30 in all) have all had increased sales because of "many things, including the prospect of war." The agency, which probably bills more radio and television business than any other strictly local agency in the country, pioneered in Midwest radio in 1934, at a time when most agencies were treating the medium as a sideline.

Mr. Scott plans to intensify tele-

(Continued on page 84)

KMOX Exclusive

WHEN a wildcat transportation strike in St. Louis was called off early last Monday morning (Aug. 14), News Director Rex Davis of KMOX not only scored a newsbeat but he gave his outlet an exclusive over every other medium in the city, station reports. Mr. Davis was awakened at 2:20 a.m. by a union official with a statement calling an end to the strike, followed by a statement from the union attorney. Since KMOX is on a 24-hour schedule, Mr. Davis immediately filled the air with announcements that transportation would be restored.

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

Andrew CORPORATION 363 E. 75th St. Chicago 19, Ill.

Midwest

(Continued from page 83)

vision activity in the fall, after "holding some accounts back a bit to keep them from plunging heavily and prematurely." One piece of new business planned is two one-hour programs five-times weekly during the day, to be telecast in Chicago.

Although reasons given are diverse, a shortage of steel was reported to be one of the main considerations in International Harvester's cancellation of *Harvest of Stars* on NBC, effective Sept. 17. Its agency, McCann-Erickson, has a heavy Standard Oil of Indiana AM lineup for fall. Business will include 180 newscasts weekly in 14 Midwest states, SO's distribution area; 70 football games with teams from the universities of Michigan, Wisconsin, Iowa, Nebraska, Colorado, Minnesota and Kansas, and 12 professional football games of the Chicago Bears, plus two pre-season Bears games.

Swift & Co. will continue with a portion of the *Breakfast Club* on ABC-TV, and Hyde Park beer plans both radio and TV spot campaigns. Advertising for Ray-O-Vac batteries has been cancelled for the time being, because zinc and brass used in manufacture are being bought by the government for armament production. Allied Van Lines, which has used spot radio in the past, may sponsor some video commercials. Major TV business at McCann is renewal of the *Wayne King Show* on an NBC split network. It returns to the air Aug. 31 for 44 weeks.

Jim Shelby, radio and television director, finds McCann-Erickson clients still talking TV because the public interest "hasn't diminished. I think TV will still be the big thing, despite possible governmental requisition of tubes and components which would mean a scarcity of sets and parts."

"AM is very definitely down, in all cases," observed Irwin A. Olian, president of Olian Advertising. "TV is positively it, and radio will play a secondary part. The trend in markets such as Chicago and St. Louis is for clients to divert part of the money in other media—including radio—for television. Regional daytime advertisers have to use radio, though, but they are all anxious to get into TV."

News Upswing

Mr. Olian reported a dozen TV accounts this fall, compared with three last year. He said one buyer of sports packages, for example, has diverted his advertising money to television and billboards in the summer and is using regional radio and television in the winter.

"Clients are very interested in buying TV news, even though it is costly," he said. "I, personally, do not think viewers will turn off their sets and go back to hearing news on the radio. More and more TV news shows will be developed."

All Olian clients are making a strong bid for business, and none reports material shortages yet. "They seem to have the idea they're going to continue to make an advertising effort until they can't anymore," Mr. Olian said, "A few, however, are asking for war clauses in their contracts."

Although Young & Rubicam clients have ordered "a lot more" TV business for fall, "radio has been busy too," observes Timebuyer Marion Reuter. She reports spot radio is still heavy, but that radio money has not been cut so more can be added to TV budgets. "New clients to whom we have recommended television are a bit cautious because of the international scene," she explained.

Purity Continues Pace

The agency's biggest spot radio account in the Midwest, Purity Bakeries (Taystee bread, Grennan cakes), continues its activity in both media. AM spots will be used in 24 Taystee markets and 12 Grennan. Television announcements are being used in all video markets where either product is distributed. Rath Packing Co. will use sporadic AM spots in the Midwest.

Largest user of broadcast advertising through the agency is Schlitz Brewing Co., which returns *Halls of Ivy* to NBC Sept. 13 for a half-hour once a week, begins the Pulitzer Prize plays show on ABC-TV, and continues with sponsorship of a half-hour musical program six nights weekly on WHOM Newark for the New York audience.

Another large local agency, Malcolm-Howard Advertising, reports a heavy television schedule. Art Holland, owner, says at least five accounts will use television next month. "Radio, which was down in billing, has increased somewhat, and radio schedules will probaby go up this fall because of greater listener interest in news (providing a larger radio audience) and the fact that TV spots are unavailable and good spots can still be had in AM."

Mr. Holland noted that TV appears to have helped to lower talent costs in radio and "that station men are more willing to listen to reason." He recommends AM spot buying because time periods are better and there are more of them.

"Some of our advertisers are showing a slight reluctance to place schedules, but even the hard goods manufacturers seem to be going ahead," he said. "They are all taking a short-range view, however. We—and they—are planning for the balance of this year and the beginning of next. A year from now is too far away."

Studebaker Example

News, "on the way out before," is approaching its former popularity because of interest in world events, according to Phil Stewart, radio and television director of Roche, William & Cleary. As to effects of the Korean war, he said: "Our Studebaker account is a good barometer, and cars are still coming through on schedule!"

Studebaker, which is looking for a national video program, buys AM spots in 97 markets. The Milwaukee Road begins its eighth year of 15-minute radio newscasts in 26 markets along the railroad's right-of-way, Fleecy White (bluing) plans spot AM announcements in 24 markets, and Stewart & Ashby Co. renews *Paul Harvey and the News* for the third year locally on WENR Chicago.

Many advertisers who have never used radio but have been "bitten by the glamor of TV," are finding the medium too expensive and have settled for AM, reports Scott Keir, radio and television director of Henri, Hurst & McDonald. "We have always had outstanding results in television, however," he said.

Most of the agency's broadcasting accounts are concentrated on television, but Skelly Oil Co. carries news on 28 stations, and Ballard & Ballard (biscuits) is extending its radio spot schedules to 50 more markets than last year, bringing the total to 150. The firm, which tested TV commercials in Louisville last year and is now in St. Louis, plans to add other markets shortly.

Weatherbird Shoes carries alternate-week sponsorship of a half-hour of *Super Circus* on ABC-TV in 42 areas this year instead of 13, while Poll Parrot Shoes sponsors a quarter-hour strip portion of *Howdy Doody* via NBC-TV in 50 cities. Poll Parrot formerly sponsored the show in 32 markets live, but has added 18 to carry the kinescope.

"Television isn't doing as much in Chicago as we thought it would, and it's still too costly," said Carol Perel Colby, timebuyer at Arthur Meyerhoff. "Telvision isn't stacking up with radio among retailers who have to move consumer goods. One big objection is that surveys we've seen show only a 10% tune-in on television before 4 p.m."

None of Meyerhoff's clients is cutting ad budgets, "but they are all beginning to worry about possible shortages of merchandise, especially the food packers," Mrs. Colby said.

Modeling Spots

Patricia Stevens (modeling school) is continuing with quarter-hour participation shows on four Chicago AM stations, along with shows and spots on three Chicago video outlets. Particia Stevens will probably move into more radio, however, as afternoon television "isn't a good buy because there isn't a high enough listening ratio," Mrs. Colby said.

William Wrigley Jr. Co. returns to CBS in the fall with *Life With Luigi*, and Kyron (dietary supplement) is planning to spot announce-

WAVE AIN'T NO PICKUP FOR WOLF (Ky.)!

You can wink, you can whistle, but if you're a Wolverine from Wolf (Ky.) you can't pick up WAVE.

No Sir, WAVE doesn't go wandering alone in the far dark forest. Morning, noon and night we confine our activities to the Louisville Trading Area. We've got street lights and cops, and nearly a million people to protect us!

If you're looking for love and security (and a 40% higher standard of living) you'll find it in the Louisville Trading Area. Just nod your head, and we'll fondle your account forevermore. Interested?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

In Mississippi total income payments showed a spectacular 261 per cent increase between 1940 and 1948. No. 1 market in Mississippi is Jackson, where WJDX is the top station . . . indicated by both BMB and Hooper reports. May we tell you more?

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

ments on Detroit AM participation shows.

Quaker Oats Co., through Sherman-Marquette, has three upcoming AM network shows: *Roy Rogers* on MBS, for oats; *Challenge of the Yukon*, three MBS half-hours weekly for Puffed Wheat and Puffed Rice, and *Man on the Farm*, MBS for the company's feeds.

Oscar Mayer (meat products) has ordered quarter-hour strips in Chicago, Madison, Wis., and Philadelphia, one station in each market.

Agency men, agreeing that clients are more vocally interested in television than in radio, nevertheless believe there is a definite need and demand for radio shows. This is the opinion of Chicago packagers also, among whom are Walt Schwimmer, president of Radio Features, and Cy Wagner, manager of the television and radio department of Mutual Entertainment Agency. Both firms package radio and television shows, and Mutual also books its own talent.

Mr. Schwimmer asserts: "The trend has to be off the beaten path in radio packaging. Stations need a show that is different from the network and the TV pattern in order to gain and keep an audience. Shows should incorporate the basic fundamentals upon which radio is based, and which it used so successfully 15 years ago."

Schwimmer Packages

Mr. Schwimmer, who packages *Tello-Test*, broadcast on more than 200 U. S. stations, believes another show he syndicates, *Behind the Story* with Marvin Miller, is an example of his radio theories. Another plus in favor of a show based on the fundamentals of radio is its low cost, he said. "AM packages, to sell, will have to be extremely reasonable, and they will have to gain a good, solid local audience for the station."

Radio Features also syndicates the *Deems Taylor Concert* for radio and two new video packages, *Miss U. S. Television of 1950*, and *Photo-Quiz*, a television adaptation of *Tello-Test* which is being aired now in Chicago. Within three years Mr. Schwimmer plans to release TV packages on film.

Mr. Wagner, who manages the television and radio department which was founded by Vice President Jack Russell, concurs in the need for radio package shows, especially those designed for daytime airing. Interest in nighttime radio is down, but daytime shows can be programmed effectively and inexpensively. "In radio, as in television packaging, the essence of a show can be creative scripting and imaginative production, with emphasis on the idea rather than on a name star," he said.

Although "few agencies want to talk radio, and usually do so only after satisfying demands of their clients who want television," too many are ignoring radio too much, Mr. Wagner said. Radio's circulation is still "mammoth" and many broadcasters are just beginning to realize the potential of the daytime market, he feels.

ON behalf of the adjutant general's office, U. S. Army, Col. Charles W. Christenberry, chief of Army recruiting publicity, presents to James C. Petrillo, president of the American Federation of Musicians (AFL), a certificate "in grateful appreciation" of years of cooperation by AFM with Army-Air Force recruiting radio programs.

Radio is holding up "admirably," in the opinion of I. E. Showerman, vice president in charge of NBC Chicago and manager of WMAQ and WNBQ (TV). "This fall, however, because of the tremendous popularity of television in Chicago, our radio activity will be implemented by a stronger local sales pitch," he said.

Mr. Showerman, with other station and network executives, is concerned about the possibility of technical personnel being recalled to duty in the armed services. "We have many men qualified for important assignments in service, but all we can do is hope they won't be called," he said. To alleviate the possible loss among TV staffers, Mr. Showerman has asked NBC New York for authorization to hire another crew.

Norton's Viewpoint

Radio has been "overshadowed completely" for several months by the "tricks and glamor" of television, according to John H. Norton Jr., ABC Central Division vice president. He believes there is a "decided trend back to normal and intelligent thinking, and the industry will experience by fall a resurgence in popularity of what has been the greatest medium that we have had up to the present time."

He termed the reaction to radio during the past year "emotional, but now that it is again becoming intellectual, I think we will see quite a comeback by our 'old star'." Terming radio business still "terrific" in the spot field, Mr. Norton said WENR Chicago's local and national spot revenues are, "and constantly have been, ahead of last year's, although slightly behind the peak year of 1948. I am certain this will remain true for the 1950-'51 season."

"Good AM stations" are still much in demand, in spite of television, said Harold R. Murphy, Chicago manager of Blackburn-Hamilton Co., radio station brokers. "And an amazing number of qualified buyers are looking for AM properties," he added. "Of course, there are always more buyers than sellers, but now the number seems to be larger than usual, indicating that few experienced radio men are afraid of television. Incidentally, prices are firm in AM."

Spot radio activity experienced in August indicates spot will be better this fall and winter than a year ago, concludes William A. McGuineas, commercial manager of WGN-AM-TV Chicago. He reported no cancellations because of international politics, but said some advertisers are "hesitating" before making up their minds about fall advertising. Mr. McGuineas deplored the advertising status of Chicago department stores, which are "still behind the parade in radio and TV."

Noting that the recent radio rates survey of the Assn. of National Advertisers was based on a comparison of 1949 and 1950 rates, Mr. McGuineas pointed out that WGN had no general rate increase between 1945 and 1950. Two factors entered into establishment of new AM rates, he said: (1) there are many more radio families, and (2) radio listening is greater now than it was five years ago.

Bright Outlook

WJJD Chicago billings this fall will surpass those of last fall, "and there was nothing wrong with last fall," said Station Manager Art Harre, who reports "a great number of our advertisers who left to use television are now back with us." He concludes that TV is "levelling off after its first terrific impact."

"The independent AM station will still outpull the independent TV station," he continued. "Because overhead is so much smaller for independent AM as compared with independent TV, the radio station's margin of profit will be much greater."

Roy McLaughlin, commercial manager of WENR-AM-TV, ABC O&O stations, said, "radio will by no means die, even with the busyness of television. No good medium ever destroyed another good one, and there is and will be a definite place for radio. Radio will still fill a need, but it may fill it in a different way." Mr. McLaughlin, terming television essentially an entertainment medium, said radio offers entertainment plus enlightenment and education. He believes panel discussion and news shows, for example, are not adaptable to TV.

"Radio can still mold public opinion because it moves with the tides of human emotion, and has flexibility, ease and rapidity which video cannot equal," he said. "So much can be done by radio, because —as much as it *has* done—that still is only a small part of what radio can do. There has been a great diversification of radio's techniques, and some phases were slighted.

"In spite of the popularity of television, there is still enough variance in public opinion, and enough freedom of selection, for radio programs to command huge audiences, with television doing the same. The habit of radio is a part of living and of life."

Intensified interest in the Korean war and foreign affairs has increased the size of radio audiences, Mr. McLaughlin said.

Radio and television station representatives anticipate increased billings this year in both media. George W. Clark, midwestern sales manager for the John E. Pearson Co., believes smaller markets will get more of the advertising dollar than ever before. Small markets, in non-TV areas, are attracting interest of agencies and clients "because they do not conflict with clients' TV areas." Many advertisers who experienced steel shortages during the last war are tightening advertising allocations "until they know exactly where they are going," Mr. Clark said. He referred especially to breweries and radio and television receiver manufacturers.

Blair Pleased

Business now on the books of John Blair & Co. indicates "our midwestern volume this year will exceed that of the past few years in almost the same proportion as our national volume, discounting the substantial spot accounts from this area which have moved East during the past few years," Mr. Blair said. "We are delighted to see that certain midwestern advertisers who have eliminated network radio because of television competition are channelling a sub-

(Continued on page 86)

Available!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

***Available Tuesday and Thursday.**

KMBC
of Kansas City
KFRM
for Rural Kansas

Midwest

(Continued from page 85)

stantial proportion of this money into the national spot field."

AM "certainly looks good" to Fred C. Brokaw, partner in Paul H. Raymer Co. "It is running ahead of last year between 8% and 10% nationally, but the funnelling of a lot of big accounts from Chicago to New York has put Chicago slightly behind," he said.

Reporting that time availabilities for fall busines are good, but may tighten up before long, Mr. Brokaw added, "Several new national spot accounts are directly traceable to abandonment of networks in favor of television. Then, on second thought, the clients turn to spot for fear TV will fail to provide full coverage.

"In view of the war situation, there is always the possibility of newsprint shortages, which will help spot radio materially," Mr. Brokaw said.

Fall business is destined to be good, says Jerry Glynn, Chicago manager of the Walker Co., because there has been little or no slack in business this summer, "contrary to the general summer trend." He also reports many advertisers "seem to be looking at national campaigns with the war situation and possible excess profits taxes in mind." Commenting that "99% of TV spot time for fall is gone," he believes advertisers without time options or contracts will turn to AM.

Although radio spot billing will be good, it may not top last year's figures, Mr. Glynn said. Because the best AM availabilities are difficult to buy, especially news adjacencies, Mr. Glynn sees a trend among AM stations to extend time generally. Purposes are twofold—to make more time available and to collect additional revenue because time rates are difficult to increase outright.

He finds that new advertisers to broadcasting this year are buying radio where television is sold out. "If the TV freeze continues, as I think it will, manufacturers will have to sell merchandise and will not be able to wait for TV time slots to open," he declared. "They'll buy AM."

Stations getting spot radio business, however, are those that do good merchandising and promotion jobs, said Mr. Glynn. He advised them to conduct a strong follow-through to programming, whether it is paid by the sponsor or offered free by the station. Advertisers need this and are demanding such services for their products, he concluded.

John North, Chicago manager of Radio Representatives Inc., also has seen national network advertisers switch to spot radio. He thinks radio will benefit from the fact that TV, more than AM, is facing a major personnel problem because of the war. "Because a lot of trained personnel may be lost, the medium won't progress as fast as it normally would," he said.

Lineup Expands

Thus, television that took business away from radio spot will eventually lose it back to spot, Mr. North predicted. He added that Radio Representatives had a six-station lineup last fall, 15 now.

In the advertising agency business, "awfully good since the war," George P. Hollingbery, president of the company of the same name, sees "both the big ones and the small ones tightening their belts to look for the most profitable medium. They eventually find that spot advertising is the most profitable from the agency standpoint.

"Our company has shown a gain in Chicago every month this year, and we think the second six months will be on a par with the first half of 1950," Mr. Hollingbery said. "One of the most encouraging signs for spot radio is that newspaper advertisers who have been lured into television find there are markets which cannot be covered and have turned to spot radio."

Lloyd Griffin, Chicago manager of Free & Peters, says "more advertisers and account executives are learning how to use spot on a national basis and how to concentrate in selected sales areas." He also finds many accounts coming into spot are new to either radio or television. Mr. Griffin predicts spot program sales will reach a new all-time high in the Midwest this year, and this fall will be the "biggest in spot radio's history."

Despite the number of Midwestern accounts "now being placed out of New York," Burt Sears, partner in Sears & Ayer, foresees an increased volume of business this fall and winter. "Inquiries and orders received for fall schedule indicate many midwestern advertisers who used networks exclusively are now diverting their expenditures to spot radio."

A hike of 35% in billings for the first six months at the Chicago office of the Taylor Co. was reported by Manager Tom Peterson, "We think this will continue," he said. "Spots are very active in non-television cities, and automobile planning is going forward. Most of the companies we have contacted are coming out with new cars in spite of the war scare."

Blink Confident

In the transcription field, Milt Blink, vice president of Standard Radio Transcription Services and manager of the Chicago office, said: "We confidently expect our business to hold its own during the next year, despite war, taxes, television, free phonographs or what have you." He reported Standard stations are receiving "more and more revenue" from sale of the firm's eight star shows, musical weather jingles and special releases.

William M. Mertz Jr., former midwest manager of MacGregor Transcription Co. and now Chicago director of MGM Radio Transcriptions, reports, "Regional advertisers today are looking for the most effective selling tool at the lowest cost—and that's transcribed shows." He has observed more regional advertisers entering radio.

Because cooperative funds in some cases are dropping off for automotive and appliance firms, Mr. Mertz says some of these firms are turning to transcriptions for institutional rather than direct sales advertising. Because transcriptions are "flexible," they can "work wonderfully in non-TV markets and in markets where shows aren't bucking heavy TV competition."

NEWS CLEARANCE

Senate Considers Bill

SENATE Finance Committee Aug. 8 approved a House-passed bill (HR 8726) to aid clearance of overseas news recordings and tabbed it for Senate consideration. A similar bill to exempt State Dept. Voice of America recordings from import duty (HR 8514) was signed by President Truman on Aug. 4 [BROADCASTING, July 31, June 17].

The recordings measure cleared by the Senate committee would eliminate much of the delay experienced by broadcasters at customs in clearing incoming tape and disc recordings made by news correspondents abroad.

TRANSIT RADIO

Riders' Assn. Drops Action

COURT appeal against Capital Transit Co., Washington, and Transit Radio Inc. and WWDC-FM Washington has been withdrawn formally by Transit Riders Assn. it was announced last week.

The Association, in dropping the action, explained that two Washington attorneys—Guy Martin and Franklin Pollak—have a petition pending before the U. S. Court of Appeals for review of a U. S. District Court decision that radio-equipped vehicles in the District of Columbia do not violate "the public convenience, comfort and safety."

Continued court action would merely "duplicate" the efforts of the two attorneys, whose petition anteceded the transit association's suit, it was pointed out. TRA's demand that FCC terminate WWDC-FM's license and those of other transit radio outlets is not affected, they added. The attorneys also have a petition before the Commission charging that the service violates Commission rules and regulations.

RADIO POWER

NCCM Expresses Confidence

CONTINUED confidence in radio's power as a mass communications medium has been expressed by the radio executive committee of the National Council of Catholic Men. Stewart Lynch, president of the council and radio committee chairman, issued the statement following the radio committee's semi-annual meeting in Washington.

He also stated that the committee explored ways and means for further expanding the work being done in the radio field by the council and local Catholic groups throughout the country. "While we are fully aware of the powerful and important strides being made by television, and while we fully intend to enter this new field at the earliest opportunity, we recognize that radio is still one of the most potent media of mass communication in our country," Mr. Lynch said.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000 WATTS

CALL

Headley-Reed Co.,

National Representatives

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE POLICY provides adequate protection.

Surprisingly inexpensive

CARRIED NATIONWIDE

For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

Northwest

(Continued from page 27)

and with the city's centennial celebration due to start in 1951, Walter Van Camp, managing director of the organization, told BROADCASTING there will be additional radio expenditures in connection with forthcoming events. Spot radio also may be used regionally or nationally. Pacific National Advertising Agency has been handling the account.

Other national accounts placed from Seattle are the Washington State Apple Commission and I. P. Callison & Sons, Seattle. The Apple Commission probably will use more of both radio and television nationally in the marketing season ahead, according to Floyd Flint, account executive at J. Walter Thompson Co., Seattle, although the decision will not be made until the Commission's officials meet at Yakima, Wash., the end of this month.

The Callison firm recently acquired a botanical drug business in Peoria, Ill., and contemplates reintroduction of the household insecticide to the national market. As a test, the company, through Spencer W. Curtiss Agency, Seattle, is using chain breaks on WJBO Baton Rouge, La., as well as some newspaper space in the same area, through the month of August. If the test is successful it will revive an important advertiser who is new to radio, according to Dave Pollock, account executive.

Recent Innovation

A recent innovation in Seattle radio has proved so successful in the past few months that the pattern is being extended. *Scandia Barn Dance*, the weekly local live show on KOMO Seattle which won top honors at the annual convention of the Advertising Assn. of the West, is now running under a year's contract from March 1950 and will continue indefinitely, according to Frank Taskett of the Taskett Advertising Agency, which bought the show for six co-sponsoring members of the Northwest Food Mfrs. Assn.

Meanwhile, other association members, pleased with the effectiveness of the *Scandia* show, banded together earlier this month to sponsor the new *Hobnail Square Dance*, aired Tuesday 9-9:30 p.m. over KOMO, and the association is considering television time under the same group-sponsorship format.

Speaking of *Scandia Barn Dance*, bellwether of the trend, the agency says: "It is certainly doing a job for the small food manufacturers, who join in merchandising the show as well as sponsoring it. This program gives the sponsors a type of radio the 30 association members could not afford separately. It is now the best-known food manufacturers show for grocers in the area."

Station executives with equally specific news on the bright side include Earl T. Irwin, commercial manager of KVI Seattle, and Roger Rice, national sales manager of KING Seattle.

Mr. Irwin forecast that his station's business will beat last year's, with network, national spot and local business all up. He also reported the station has sold practically all its cooperative programs.

National business is up 60% at KING, according to Mr. Rice, and local business is also well above last year. The station recently sold a schedule of six five-minute newscasts daily, six days a week, on a one-year contract to Ford Motor Co., through J. Walter Thompson Co., San Francisco.

Although Frederick & Nelson, Seattle department store affiliated with the Marshall Field Co., will continue its 17-year-old sponsorship of the daily *Concert Hour* on KRSC Seattle, the store is holding extensive radio and television plans in abeyance at least until spring, it was reported by C. J. Byrne, sales promotion manager. Current multi-million dollar physical expansions, however, will eventually result in bigger promotion through all major media, he indicated.

Business To Increase

On the basis of transcriptions currently on order at the John Keating Recording Studio, regional and national radio business coming out of Seattle will be up about 15%, according to James A. McLaughlin, Seattle manager, who also noted that accounts in the area are becoming much more interested and active than ever before in exploring the use of Northwest radio.

With Keating also representing 41 stations in Washington, Oregon and Idaho, Mr. McLaughlin commented: "Regional and national business has leveled off after a period of indecision. There is every indication that radio business will be more solid and stronger than ever before."

He reported, too, that the Washington State Grange will renew its *Grange Forum*, long-running quarter-hour discussion program heard on seven Washington stations, starting the first week in October.

Several station and agency executives have noted an increasing interest in newscasts, growing out of the tense international situation. Largest tangible evidence is the exclusive contract signed by Shell Oil for Dick Keplinger's services as newscaster on KJR, on a full-year contract.

Sports-wise, the picture is clouded in Seattle as well as throughout Washington. KRSC has received exclusive rights for radio coverage of high school athletic events from the Seattle School Board, and discussions are under way with other school officials around the state.

The Washington State Assn. of Broadcasters and many of its members have had repeated altercations with the Seattle School Board and the Washington State High School Athletic Assn., and indications are that the question of whether a school system has the right to sell radio rights on an exclusive basis will not be settled around the conference table. The decision of Judge Theodore Turner in King County Superior Court against Bruce Bartley, owner of KBRO Bremerton and WSAB attorney, in his case against the Seattle School Board, is still subject to appeal.

Carl Downing of Olympia, secretary of WSAB, told BROADCASTING, however, that the association's main reliance will be on action in the State Legislature when it meets next January. Whatever the outcome, it will have significant implications for radio business in the state, for high school athletics represent an important area of listener interest.

Because the Pacific Northwest still has only one television outlet —KING-TV Seattle—the radio-vs-video conflict is not as acute as in other sections of the country. Nevertheless, advertisers and agency officials have kept abreast of national TV developments.

The consensus is that by and large television will not hurt radio in the Northwest; certainly it has not so far. Accounts moving into television in most cases are maintaining their radio budgets as well, or at least cutting them no more than other media. The exceptions, while important individually, are minor in the aggregate.

TRAVELING FAN

Canadian Visits WHAS

Host Walton greets his Canadian visitor before a WHAS microphone.

* * *

AN ONTARIO woman proved she is a daily WHAS Louisville fan by appearing at the station in person. She traveled all the way by bus early this month to see Kentucky in 1950, the state's Homecoming Year. And, of course, to visit WHAS and its radio personalities.

A listener to WHAS since 1923 and an avid daily fan of Jim Walton's *Fair Weather Hour* (10:30-11:30 p.m. Mon.-Sat.), Mrs. Frank Schrader of Woodstock, Ont., heard Mr. Walton read one of her letters over the air and his suggestion that she visit the state.

Nobody was more surprised than Mr. Walton, the station reports, when Mrs. Schrader put in her appearance at the studios. Her desires —to see WHAS and its stars and to tour Frank Fehr Brewing Co., sponsors of *Fair Weather Hour*— were fulfilled. As an added treat, she saw her first TV show, *Walton Calling*, with Mr. Walton the host.

CANADA RATINGS

U.S. Shows Top July List

LIST of national ratings for Canada in July has been reported by Elliott-Haynes Ltd., showing five evening programs, all American originations. They are *Pause That Refreshes*, 12.6; *Twenty Questions*, 12.3; *Aldrich Family*, 11.5; *Mystery Theatre*, 9.6, and *Contented Hour*, 9.6. Thirteen daytime programs, topped by five American originations, showed *Big Sister*, with 11.6; *Ma Perkins*, 11.6; *Right to Happiness*, 10.3; *Pepper Young's Family*, 10.1, and *Life Can Be Beautiful*, 9.4.

Three French-language evening and 10 daytime programs also were listed by the firm for July. Evening category found *Jouez Double* with 13.9; *La Route Enchantee*, 11.8, and *Cafe Concert*, 10, while the leading five daytimers were *Jeunesse Doree* with 19.3; *Rue Principale*, 19.2; *Tante Lucie*, 15.3; *Maman Jeanne*, 14.9; and *Grande Soeur*, 14.3.

FOUR *World Issues At Mid-Century* forums, conducted by Boston U., beamed by WBZ Boston and Worldwide Broadcasting Foundation to Europe, via WRUL Boston.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

FCC actions

AUGUST 8 TO AUGUST 17

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 8 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hyde

Rollins Bcstg. Inc., Georgetown, Del.—Granted leave to amend application to specify change in ant. system.

KSFE Needles, Cal.—Granted dismissal of application for renewal of license KSFE.

Floral City Bcstg. Co., Monroe, Mich.—Granted petition to dismiss application.

WHIT New Bern, N. C.—Denied petition of WHIT insofar as it requests dismissal without prejudice of application, but granted petition insofar as it requests dismissal of application.

By Commissioner Jones

Door County Radio Co., Sturgeon Bay, Wis.—Dismissed as moot petition requesting that Commission's action in designating for hearing application be reconsidered and application granted without hearing.

By Examiner J. D. Bond

WRUX and WRUW Boston, Mass.—Granted continuance of hearing in the matter of Docket 8716 et al, now scheduled to commence in Boston on Aug. 15; said hearing was continued without date to await such further action as may be deemed appropriate by Commission in view of pending petition for reconsideration and grant.

WELS Kinston, N. C.—Granted continuance of consolidated hearing, from Aug. 9 to Sept. 19, in Washington.

KELT Electra, Tex.—Granted extension of time to Sept. 29 within which to file proposed findings in matter of consent to assignment of CP.

KSOK Arkansas City, Kan.—Granted continuance of hearing presently scheduled for Aug. 7, without date, to await such action as may be deemed appropriate by Commission after consideration of proposed pleadings seeking clarification of issues herein.

Midwest Bcstg. Corp., Montevideo, Minn.—Granted continuance of hearing from Aug. 2 to Sept. 13.

By Examiner Leo Resnick

KRMG Tulsa, Okla.—Granted leave to amend application, (1) to change type number of trans. and (2) to make changes in nighttime DA pattern, and (3) for further hearing; said hearing for presentation of evidence in support of proposal shall commence Aug. 23 in Washington, and record shall remain open until completion of this further hearing.

KSD St. Louis, Mo.—Granted indefinite continuance of hearing scheduled for Aug. 16.

WJOC Air Waves, Inc., Jamestown, N. Y.—Ordered further hearing shall commence on Aug. 2 in Washington.

By Examiner Basil P. Cooper

KGDE Fergus Falls, Minn.—Granted leave to amend application, so as to reduce requested nighttime power from 1 kw to 500 w; and application as amended was removed from hearing docket.

Winter Garden Bcstg. Co., Crystal City, Tex. and KUNO Corpus Christi, Tex.—Granted petitions of Winter Garden and KUNO as requests reconsideration of their applications, and both application were removed from hearing dockets and returned to processing line for further study and consideration.

WRFC Athens, Ga. and KMA Shenandoah, Ia.—Upon petition of KMA continued hearing in re application of WRFC presently scheduled for Aug. 9 to Sept. 12, at Washington.

By Examiner Fanney N. Litvin

WHDH Boston, Mass.; KOA Denver, Col.; WXKW, Albany, N. Y.—Ordered that further hearing in re petitions of WHDH and KOA in re application of Champlain Valley Bcstg. Corp., Albany, N. Y. be scheduled in Washington, Sept. 5.

By Examiner Jack P. Blume

Parish Bcstg. Corp., Minden, La. and The Ashley County Bcstg. Co., Crossett, Ark.—Granted petitions of Parish Bcstg. Corp. and The Ashley County Bcstg. Co., to amend their respective applications and to reduce operating power from 250 w to 100 w and both applications removed from hearing dockets.

By Examiner Elizabeth C. Smith

KSET El Paso, Tex.—Granted joint petitions by Sunland Bcstg. Co. (Assignor) and Rio Grande Bcstg. Co. (Assignee), for continuance of hearing from Aug. 14 to Aug. 29 at El Paso, in re applications for renewal of license and assignment of license of KSET.

August 8 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

Western Bcstg. Assoc., Modesto, Calif.—CP new AM station 710 kc 1 kw D AMENDED to request 1 kw unl. DA.

Modification of CP

WASH Washington, D. C.—Mod. CP new FM station for extension of completion date.

License for CP

License for CP new FM station: WCTA-FM Andalusia, Ala.; WJBK-FM Detroit.

Modification of CP

WJIM-TV Lansing, Mich.—Mod. CP new commercial TV station for extension of completion date to 12-21-50.

TENDERED FOR FILING

AM—580 kc

KOPR Butte, Mont.—CP new AM station to change from 550 kc 1 kw unl. DA-N to 580 kc 5 kw-D 1 kw-N DA-N.

August 9 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KOPR Butte, Mont.—CP AM station to change from 550 kc 1 kw unl. DA-N to 580 kc 5 kw-D 1 kw-N DA-N.

License for CP

WFPA Fort Wayne, Ala.—License for CP to change frequency, power etc.

Modification of CP

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WSGN-FM Birmingham, Ala.; KFSA-FM Fort Smith, Ark.; KRON-FM San Francisco.

License for CP

License for CP new noncommercial FM station: WUSV Scranton, Pa.; WHWC Scranton, Pa.

License Renewal

KWGS Tulsa, Okla.—Request for license renewal noncommercial educational FM station.

TENDERED FOR FILING

AM—920 kc

KLMR Lamar, Col.—CP AM station to change from 1340 kc 250 w unl. to 920 kc 1 kw-D 500 w-N DA-N.

AM—970 kc

WVOP Vidalia, Ga.—CP AM station to change from 1450 kc 250 w unl. to 970 kc 1 kw D.

AM—1460 kc

WOKO Albany, N. Y.—Mod. CP AM station to change from using DA-2 to DA-N on 1460 kc, 5 kw unl.

August 10 Applications . . .

ACCEPTED FOR FILING

Modification of License

KXLQ Bozeman, Mont.—Mod. license to change main studio location.

AM—1240 kc

Ashley County Bcstg. Co., Crossett, Ark.—CP new AM station 1240 kc 250 w unl. AMENDED to request 100 w unl.

AM—920 kc

KLMR Lamar, Col.—CP AM station to change from 1340 kc 250 w unl. to 920 kc 1 kw-D 500 w-N DA-N.

AM—1240 kc

Parish Bcstg. Corp., Minden, La.—CP new AM station 1240 kc 250 w unl. AMENDED to request 100 w unl.

License for CP

WMPM Smithfield, N. C.—License for CP new AM station.

License Renewal

KREO Indio, Calif.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WMFD-FM Wilmington, Del.; WSPD-FM Toledo, Ohio; WWSW-FM Pittsburgh, Pa.; WDBO-FM Orlando, Fla.; WCAL-FM Northfield, Minn.

KXEL-FM Waterloo, Ia.—Mod. CP FM station to change ERP from 540 kw to 17.5 kw, ant. to 62 ft. from 875 ft.

License for CP

WPEN-FM Philadelphia—License for CP new FM station.

FM—89.3 mc

WFPL Louisville, Ky.—CP to change noncommercial education FM station from ERP 10 w to 250 w.

Modification of CP

WSM-TV Nashville, Tenn.—Mod. CP new commercial TV station for extension of completion date to 11/3/50.

TENDERED FOR FILING

AM—1090 kc

KTHS Little Rock, Ark.—CP AM station to change from 1090 kc 10 kw-D 1 kw-N to 1090 kc 50 kw unl. DA-N.

AM—1010 kc

WHUN Huntingdon, Pa.—CP AM station to change from 1400 kc 250 w unl. to 1010 kc 1 kw D.

APPLICATION RETURNED

WSIC Statesville, N. C.—RETURNED Aug. 10 CP AM station to change from 1400 kc 250 w unl. to 1190 kc 1 kw unl.

August 14 Decisions . . .

BY THE COMMISSION

Modification of CP

WLEE Richmond, Va.—Granted mod. CP to change hours of operation from unl. to ST with WBBL.

Modification of License

WBBL Richmond, Va.—Granted mod. license to change from 1450 to 1400 kc, increase power from 250 w to 5 kw, change hours of operation from SH to ST with WLEE using WLEE's transmitting equipment.

BY THE SECRETARY

KJBC Midland, Tex.—Granted license new AM station; 1150 kc, 1 kw, daytime.

WATC Gaylord, Mich.—Granted license new AM station; 900 kc, 1 kw, daytime.

KPBM Carlsbad, N. M.—Granted license new AM station; 740 kc, 1 kw, daytime.

WATS Sayre, Pa.—Granted license for new station; 1470 kc, 1 kw, daytime.

WDBL Springfield, Tenn.—Granted license new station; 1430 kc, 1 kw, daytime.

KENA Mena, Ark.—Granted license new AM station; 1450 kc, 250 w, unl.

WKTV Utica, N. Y.—Granted license for new TV station, and for change in studio location; visual operating power: 2.25 kw; aural 1.12 kw.

The Colgren Bcstg. Co., Hudson, N.Y.—Granted license for new remote pickup KA-5508.

Twin Cities Bcstg. Corp., Minneapolis, Minn.—Granted license for new remote pickup KA-6973.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted license for new STL KIB-99.

KCRK Cedar Rapids, Ia.—Granted license new FM station; Chan. 245 (96.9 mc); 50 kw, ant. 320 ft.

WCTA Andalusia, Ala.—Granted license mount FM ant. on side of AM tower.

KWKW Pasadena, Calif.—Granted license install new trans.

WKMH Dearborn, Mich.—Granted license increase in day power to 5 kw-LS, change DA for day and night use, and install new trans.

KMHT Marshall, Tex.—Granted license install new trans.

KIUN Pecos, Tex.—Same.

KPHO Phoenix, Ariz.—Granted CP to install old main trans. as aux. at present site of main trans. on 910 kc 250 w for aux. purposes only.

WPFB Nr. Middletown, Ohio—Granted CP to install alternate automatic frequency control unit.

KROW Oakland, Calif.—Granted mod. CP to extend completion date to 2-24-51.

KZYZ Redlands, Calif.—Granted mod. CP for approval of ant., trans. and studio locations.

WATA Boone, N. C.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WARC Rochester, N. Y.—Granted mod. license to change studio location.

WHP Inc., Harrisburg, Pa.—Granted CP and license new remote pickup KGB-402.

Marshall Electric Co., Marshalltown, Ia.—Granted CP new remote pickup KA-7453.

Westinghouse Radio Stations Inc., Boston, Mass.—Granted authority to cancel license for remote pickup KA-5603.

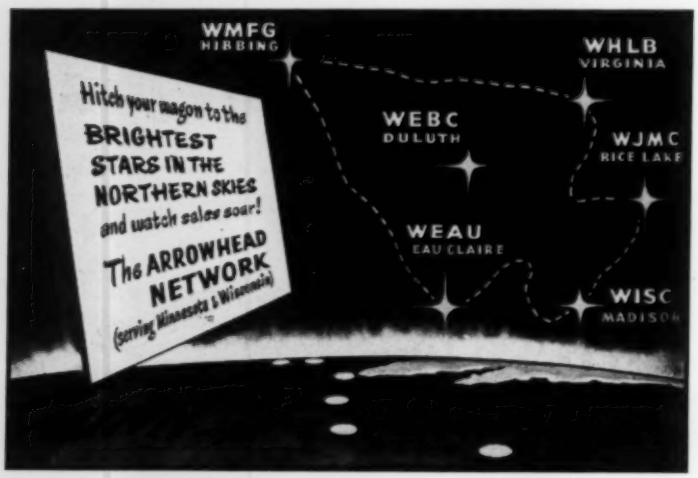
Westinghouse Radio Stations Inc., Philadelphia, Pa.—Same KA-5600-1-2.

Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted authority to cancel license and delete remote pickup KA-5549.

On the Air Inc., Evansville, Ind.—Granted authority to cancel licenses and delete remote pickups KA-5538-9.

WJIM-TV Lansing, Mich.—Granted mod. CP extension completion date to 2-21-51.

Following granted extension of completion dates as shown: KFSA-FM Ft. Smith, Ark to 12-1-50; KRON-FM San Francisco to 12-3-50; WSGN-FM Birmingham, Ala. to 2-12-51; WEIR Weirton, W. Va. to 10-27-50 (cond.); WGRC Louisville, Ky., to 10-15-50 (cond.);



E. K. HARTENBOWER (r), KCMO Kansas City general manager, accepts Army certificate from Maj. John R. Barton, U. S. A. Certificate was awarded the station in acknowledgement of sustained programming in behalf of the Army. KCMO is one of the few stations so honored.

WWBZ Vineland, N. J. to 11-8-50 (cond.).

WSAZ Inc., Nr. Mt. Joy, Ohio—Granted CP for new Exp. TV relay KQB-82.

WSAZ Inc., Nr. Macon, Ohio—Same KQB-83-84.

WSAZ Inc., Nr. Mt. Joy, Ohio—Same KQB-81.

Bremer Bcstg. Corp., Newark, N. J.—Granted CP and license for new exp. relay TV station KEB-53.

WJLK Asbury Park, N. J.—Granted license change trans. location and change studio location.

WCNT-FM Centralia, Ill.—Granted license new FM station; (96.5 mc) Chan. 243; 2.45 kw; 200 ft. ant.

WAVU-FM Albertville, Ala.—Granted license new FM station; (105.1 mc) Chan. 286; 4.5 kw; 360 ft. ant.

KIC-67 Charlotte, N. C.—Granted CP and license for new exp. TV relay KIC-67.

The Conestoga TV Assn. Inc., Lancaster, Pa.—Granted mod. CP KG2XB1 which authorized reinstatement of new exp. TV station to change trans. location.

The Conestoga TV Assn. Inc., Salisbury Twnsp., Pa.—Granted mod. CP KG2XB1 for extension of completion date to 9-30-50.

WASH Washington, D. C.—Granted mod. CP for extension of completion date to 2-3-51.

WWWW Rio Piedras, P. R.—Granted license for new AM station; 1520 kc, 250 w, unl.

KNEW Spokane, Wash.—Granted license change frequency, install new DA for day and night (DA-2), change trans. equipment and chang trans. location (Geographic coordinates only); 790 kc, 5 kw, DA-2, unl. time; conditions.

WHDH Boston, Mass.—Granted license covering change in directional antenna from DA-1 to DA-2; condition.

KMYR Denver, Col.—Granted CP to install new vertical ant. and change trans. and studio locations.

KASM Albany, Minn.—Granted mod. CP for approval of ant., trans. and studio locations. Cond.

WVEC Hampton, Va.—Granted mod. CP for approval of ant. and trans. and studio locations, subject to condition that program tests will not be authorized until WSAP Portsmouth, Va. has ceased operation on 1490 kc.

WELC Welch, W. Va.—Granted mod. CP to change type of trans.

WHBS-FM Huntsville, Ala.—Granted mod. license to change studio location and waived Rule 3.205 so that station may continue to announce itself as located in Huntsville, Ala.

Granted mod. CP for extension of completion dates as shown: WLWT Cincinnati, Ohio to 3-4-51; WRFD-FM Worthington, Ohio to 2-1-51; WHO-FM Des Moines, Ia. to 11-1-50; KULE Ephrata, Wash. to 8-30-50; KWBW Hutchinson, Kan. to 3-1-51; WCAP Lowell, Mass. to 3-21-51.

Forrest Bcstg. Co. Inc., Hattiesburg, Miss.—Granted license new remote pickup KA-7161.

August 14 Applications . . .

ACCEPTED FOR FILING

License for CP

WSID Essex, Md.—License for CP to change frequency.

AM—1250 kc

KGDE Fergus Falls, Minn.—CP AM station to change from 1230 kc 250 w unl. to 1250 kc 1 kw unl. DA-N AMENDED to request 1 kw-D 500 w-N.

AM—1520 kc

WKBS Oyster Bay, N. Y.—CP AM station to change from 1520 kc 250 w unl. to 1520 kc 1 kw unl. AMENDED to request 250 w local sunrise to 1½ hrs. after sunrise and 1½ hrs. before local sunset to sunset and 1 kw from 1½ hrs. after local sunrise to 1½ hrs. before local sunset.

AM—730 kc

Beckley Newspapers Corp., Beckley, W. Va.—CP new AM station on 1450 kc 250 w unl. AMENDED to request 730 kc 250 w D.

Modification of CP

Mod. CP FM station for extension of completion date: WCUM-FM Cumberland, Md.; WXRC Buffalo, N. Y.; WSYR-FM Syracuse, N. Y.

WJWL-FM Georgetown, Del.—Mod. CP new FM station to change ant. to 338 ft.

TENDERED FOR FILING

AM—1480 kc

WBBL Richmond, Va.—Mod. license to change from 1450 kc 250 w SH to 1480 kc 5 kw ST with WLEE.

AM—1480 kc

WLEE Richmond, Va.—Mod. CP to change from 1480 kc 5 kw unl. DA-2 to SH with WBBL except Sun. from 11 a.m. to 12:15 p.m. and 8 p.m. to 9 p.m.

APPLICATION RETURNED

KULE Ephrata, Wash.—RETURNED Aug. 14 application for license to cover CP.

August 15 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

WEDR Birmingham, Ala.—CP AM station to change from 1220 kc 1 kw D to 1330 kc 1 kw-D 500 w-N DA-N and change studio location from Birmingham to Fairfield, Ala.

AM—1090 kc

KTHS Hot Springs, Ark.—CP AM station to change from 1090 kc 10 kw-D 1 kw-N to 50 kw unl. DA-N and change studio location to Little Rock, Ark.

AM—1280 kc

Lee E. and Jeanne F. Baker, Clinton, Mo.—CP new AM station 1280 kc 1 kw D AMENDED to change name of applicant to David M. Segal, Jeanne E. and Lee E. Baker d/b as Clinton Bcstg. Co.

License for CP

WLBR Lebanon, Pa.—License for CP to change power, install DA etc.

Modification of CP

WOKO Albany, N. Y.—Mod. CP AM station to change from using DA-DN to DA-N.

WCBM Baltimore, Md.—Mod. CP to change frequency, increase power etc. for extension of completion date.

AM—1480

WBBL Richmond, Va.—Mod. license to change from 1450 kc 250 w SH to 1480 kc 5 kw ST with WLEE.

AM—1480 kc

WLEE Richmond, Va.—Mod. CP to change from 1480 kc 5 kw unl. DA-2 to SH with WBBL except Sun. from 11 a.mfl to 12:15 p.m. and 8 p.m. to 9 p.m.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station to change ERP from 13.6 kw vis., 7.6 kw aur. to 1 kw vis., 5.5 kw aur.

TENDERED FOR FILING

AM—1190 kc

WSIC Statesville, N. C.—CP AM station to change from 1400 kc 250 w unl. to 1190 kc 1 kw unl.

APPLICATION RETURNED

AM—970 kc

WVOP Vidalia, Ga. — RETURNED

(Continued on page 95)

KNEA OPENING

Set for Sept. 1

WITH a tentative opening set for Sept. 1, plans for KNEA Jonesboro, Ark., are virtually complete, acording to Dick Crane, manager.

In addition to Mr. Crane, formerly at KFI Los Angeles, personnel of the new outlet includes: Neal Bunn, program director; Harold Gregson, sales manager; Phill Moss, announcer; Wesley Bell, chief engineer; Gerald Johnson, technician; Doris Birkahn, accountant and traffic manager; Murry Funk, receptionist; Charles Quinton, continuity. KNEA is authorized for 1 kw daytime on 970 kc.

WFTM to MBS

AN affiliation contract between WFTM Maysville, Ky., and MBS was announced last week by Earl C. Johnson, MBS vice president in charge of station relations. WFTM is owned and operated by Standard Tobacco Inc., and operates on 1240 kc with 250 w.

CRAMER-KRASSELT

7 Clients Buy Radio-TV

NEW or expanded radio-television plans are being launched by seven clients of The Cramer-Krasselt Co., Milwaukee agency, according to J. S. Stolzoff, vice president in charge of radio-TV.

To promote sale of their gas conversion burners, A. O. Smith Corp., Milwaukee, is conducting a three-market test using radio and TV on WIL and KSD-TV St. Louis, WEMP WMIL and WTMJ-TV all Milwaukee and WERE Cleveland. First Federal Savings & Loan, Milwaukee, has purchased a saturation schedule using every local station. Rolfs, division of Amity Leather Products, West Bend, Wis., has bought one-minute or 20-second announcements on 48 outlets. Kaukauna Dairy (Kaukauna Klub Cheese), Kaukauna, Wis., is testing a premium offer on four Milwaukee outlets.

Milwaukee Gas Co. will sponsor Cramer-Krasselt's package show *The Milwaukee Newsreel* on WTMJ-TV. The Golden Rule department store in St. Paul is planning a fall daytime shopper show on KSTP-TV St. Paul, and Morehouse-Martens, Columbus department store, will begin a similar program on WLWC (TV) Columbus, Ohio.

SPECIAL plaque presented WICC Bridgeport, Conn., by U. S. Army and Air Force for special service program, *The Voice of the Army*, which station is carrying for one year.

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ANTI-HOARDING DRIVE

Radio-Television Continue Campaign

RADIO and television's anti-hoarding campaign has gained additional enlistees [BROADCASTING, Aug. 7] in the face of the international crisis. Typical of moves to thwart "panic buying" reported to BROADCASTING were the following:

With 20 announcements each day, plus tags at the end of each 15-minute segment, WJKB Detroit is stressing the needlessness of stockpiling items such as foods, soaps and nylon products. Supporting the government's sentiments against hoarding, Richard E. Jones, WJKB managing director, said that the station also would refuse to accept any advertising which might encourage panic or unnecessary buying.

In Southern California and Arizona, General Electric Supply Corp. (Hotpoint distributor) has inaugurated a new TV advertising program to discourage scare buying and lay the foundation for a continuing advertising and public relations program during emergency economy. Adopted initially for the firm's major video programs in Los Angeles, San Diego and Phoenix, the campaign was set up for GE by Ross, Gardner & White, Los Angeles. First announcement of the new campaign was made on *Hotpoint Five-Star Theatre* on KPHO-TV Phoenix, the second over KTLA (TV) Hollywood.

WPTZ (TV) Philadelphia announced it has banned all "scare" advertising and buy-it-while-it-lasts copy on the station. Alexander W. Danenbaum Jr., commercial manager, said that all copy is being checked to make certain that "no misleading advertising connotations" are used in connection with the Korean war. He also pointed out that in any case where the expressions like "buy now before the price goes up" and "while they are available" are used in connection with materials that should be in fairly normal supply the station will request the advertiser to change his copy. Should the advertiser refuse, he declared, appropriate action will be taken by the station.

On KMBC Kansas City, Mo., Nancy Goode, the station's *Happy Kitchen* director, has been pointing out the disadvantages of hoarding and shortage buying on her program for the past few weeks. Fortnight ago, she took a further step by going direct to the purchaser. She is conducting a slogan contest with Savings Bonds and other cash prizes. A little serious thought in connection with the slogan contest will go a long way to impress the housewife of the importance of avoiding scare buying, she added.

On Monday, Aug. 7, WFIL Philadelphia broadcast a 15-minute program to help combat the hoarding of food. Entitled *Don't Be Your Own Worst Enemy*, the show was produced in cooperation with the A&P Stores. It was transcribed at one of the food firm's supermarkets in suburban Bryn Mawr and was aired at 8:45 p.m. Members of the WFIL special events staff interviewed spokesmen for the food-store chain. Also included in the broadcast were statements of shoppers.

On every station break, WGBF Evansville, Ind., and its affiliate WMLL (FM) aired a series of anti-hoarding spot announcements. Samples of spots, preceded by stations' call letters, included: "If you must hoard, hoard U. S. savings bonds. . . . American hoarding helps Communist killing . . . the only worthwhile things to hoard are U. S. savings bonds."

WSYR-AM-TV Syracuse, N. Y., sponsored an anti-hoarding slogan contest. First prize, Westinghouse combination radio-phonograph-television console, was won by Syracuse housewife with slogan, "If hoarding stuff affords you pleasure, hoard Savings Bonds—they're real treasure!" Contest brought 12,441 entries. Winning slogans will be used on air during the stations' anti-hoarding campaign.

WLIZ Bridgeport, Conn., spearheads the anti-hoarding campaign in Connecticut as Philip Merryman (standing), president and general manager of the station, presents an anti-hoarding petition to Mayor Jasper McLevy in behalf of WLIZ employes who voluntarily signed the pledge against hoarding "because it is un-American."

EMERGENCY PLAN

WMCK Offers Blueprint

OFFICIALS of WMCK McKeesport, Pa., are setting up an emergency blueprint outlining the services of the station for use during any type of disaster, the station has reported. The plan will be offered to civil defense leaders, community officials and the American Red Cross for use during fire, flood, storm, air raids and atomic attack.

Gene Kline, general manager of WMCK, said he is urging other radio stations throughout western Pennsylvania to take similar action and then collaborate on a master plan for mutual cooperation during any emergency.

AS PART of Pittsburgh's observance of National Radio & Television Week, Pittsburgh Radio & Television Club, Electric League of Pittsburgh and Carnegie Museum will sponsor "History of Radio" room in museum, beginning Oct. 30.

GE OUTPUT

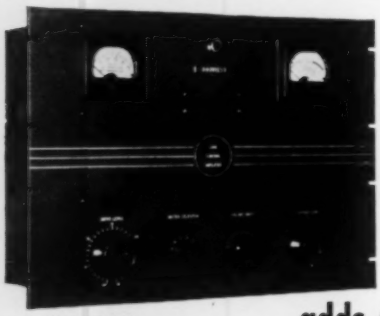
Can Double for War—Wilson

GENERAL ELECTRIC Co. will be able to double its output during World War II in the event an all-out mobilization develops, according to Charles E. Wilson, G-E president.

With postwar expansion completed and current production at record-breaking levels, Mr. Wilson said, the firm is "far better prepared" than at any other time in its peacetime history to meet Armed Service requirements. About 20% of General Electric's present business is defense work, he added.

This percent corresponds approximately with early estimates of maximum civilian production cutbacks predicted for fall by responsible electronics-communications officials, including members of Radio-Television Mfrs. Assn., it is recalled.

Describing the company's mobilization planning, the GE executive pointed out that his company had established a Defense Projects Committee as early as March 1948, and has participated in the overall plan initiated by the Munitions Board at that time on a company-wide basis. GE has about 100 key officials exercising responsibility for such planning which will enable it to convert immediately to manufacture of required equipment or step up output of those items already in production, Mr. Wilson stated.



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Both AM and FM broadcasters can employ the Collins 26W-1 limiting amplifier to their very great advantage.

In AM transmitter applications it limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must be experienced, have knowledge merchandising. Send reference, salary desired, photo first letter. Box 901F, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Experienced, aggressive salesman for midwest network affiliate. Full details with first letter. Box 115G, BROADCASTING.

Wanted, young experienced time salesman to join staff of NBC affiliate in California. Must have car. Give education, age, references, photo and military status. Box 124G, BROADCASTING.

Attention salesmen. Pennsylvania, New Jersey, Maryland. An above average opportunity exists on the staff of 1000 watt progressive Pennsylvania independent. We'll pay $60 to start with commission. Must have car. Box 127G, BROADCASTING.

Experienced salesman-announcer. Emphasis on sales. Good market. Must understand small station operation. Salary and commission. KSRV, Ontario, Oregon.

Experienced salesman with ABC affiliate in market where $11 million is being spent on railroad project and five manufacturing plants are being erected. Good opportunity to advance in growing city. Personal interview required. Contact WCLI, Corning, N. Y.

Salesman wanted for 1000 w daytime independent, in market over 200,000. Must have car. Salary and commission. Write to Sol Robinson, WLIZ, Bridgeport, Conn.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Carolina Mutual station has opening for combination man with or without experience. Box 29G, BROADCASTING.

Network station in southeast needs married, sober, combination man. Write qualifications, salary expected. Box 79G, BROADCASTING.

Wanted — Personality announcer for man-on-street type program by progressive southeastern Michigan station. Send disc of program and full details to Box 100G, BROADCASTING.

Experienced news man. Rewrite, reporting, announcing. Some experience in sports writing, play-by-play. 5 kw midwest. Box 151G, BROADCASTING.

Announcer-copywriter. Man or woman with good commercial voice, able to write saleable copy. Excellent opportunity. $55.00 to start. Communicate immediately KCFH, Cuero, Texas.

Experienced combination man with first ticket. Send details, audition, salary required. KISD, Sioux Falls, S. D.

Announcer immediately. Experienced staff man who knows board. Young, livewire with good training. Air mail audition, photo, complete information or appear for audition. WBRM, Marion, N. C.

Experienced announcer for top ranking network affiliate to fill immediate vacancy. Details, picture, audition disc, WFDF, Flint, Michigan.

Help Wanted (Cont'd)

Announcer: Experienced, pleasant delivery, knowledge of popular music. Send disc, photo, salary to Ed Penney, Program Director, WFGM, Fitchburg, Mass.

Experienced combination man. Emphasis on announcing. Audition necessary. WOND in Pleasantville, New Jersey.

Experienced staff announcer. Must be strong on baseball, football, basketball play-by-play. Tell all in first letter. Send disc of play-by-play, sports news, disc jockey and commercials. State salary. WTPR, Paris, Tennessee.

Experienced announcer-engineer for 250 watt network affiliate. Immediate opening. Send disc, photo. Write WWNS, Statesboro, Ga.

Technical

Opening available in midwest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 78G, BROADCASTING.

250 w daytime indie wants experienced engineer-announcer, emphasis on practical engineering abilities. Ingenuity and talent to work with minimum of supervision required. Box 109G, BROADCASTING.

Television

Technical

TV technician wanted: Experienced with RCA equipment to head operating crew. Must be able to repair troubles quickly. Salary dependent on qualifications. Box 18G, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Station manager. Presently employed manager fulltime network station. Twenty years experience at agencies, network and stations. Family man, aged 42, desires buy and manage small station midwest area or enter partnership or syndicate with interest to manage station. Reply Box 921F, BROADCASTING.

Can you top this? Took lowest station in market, tripled billing, cut expenses one third. Veteran, young, college **graduate with proven radio experience. Desire tough market with opportunity to buy half interest and take over management.** Box 937F, BROADCASTING.

Manager (with investment): Thoroughly experienced manager, definitely sales minded seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager. Eighteen years experience. Midwest or west only. Box 28G, BROADCASTING.

Situations Wanted (Cont'd)

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Manager who has pulled present employers station out of red under adverse circumstances now seeking employment with station with good potential. Prefer new small market station that can use a packaged manager-announcer salesman-program director. Can't do it all alone, but can do some of all of it if necessary for productivity with economy. It will cost you only three cents for detailed information. Box 102G, BROADCASTING.

General manager available September first. 18 years experience all phases. Family man, sober, reliable and a top record of production. Will invest. South only. Box 110G, BROADCASTING.

Capable, aggressive manager with proven ability. Married, responsible, civic minded. Currently managing profitable net affiliate. Can furnish excellent references. Not afraid of difficult situation if opportunities look favorable. Write Box 129G, BROADCASTING.

Mr. station owner. Tired of hot-shot promoters? Good managers are more than salesmen. I have 14 years "through the mill" experience. Young, versatile, dependable family man. Willing to start as assistant to get more sales and business experience. Now top air personality major market. Will take income drop at start for opportunity in management small market. Box 140G, BROADCASTING.

News announcer-program director with outstanding network and independent station experience in all phases of radio from news announcing, with accent on casual delivery, to sales and promotional work, seeks permanent affiliation with a progressive station. Due to world conditions and renewed emphasis on salable news programming, the above experience should prove valuable. Write Box 144G, BROADCASTING.

Present position includes seven years sales experience in Chicago with well-known 50,000 watt station. Three years sales in TV. Interested in station management or station representation. Box 155G, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Salesmen

Young married man, 3 years radio sales, draft status—vet—disabled (does not affect selling). Prefer Carolinas, Va., but will accept right proposition any place. References. Ready to go to work now. Box 75G, BROADCASTING.

With nearly a quarter century broadcasting experience I left the field. It did not work and now my wish is to return to radio through a station in an industrial area where sound basic principles or steadying influence in sales or management are needed. Well schooled in the national field with outstanding contacts. Have at times accomplished the impossible but am not interested in the hopeless type of station. Box 117G, BROADCASTING.

6½ years experience, wonderful sales record, married. Over 3½ years on present job. Excellent references. Alert and progressive. Would prefer southern California, but all offers considered. Box 121G, BROADCASTING.

Salesman. Middlewest, young aggressive. Station sales, or national TV film or AM show productions. Box 134G, BROADCASTING.

Salesman would like to employ six year background of sales, programming, copy, announcing to do good selling job for you. Opportunity for permanent position important. Box 152G, BROADCASTING.

Announcers

Gridiron gloom? Experienced sportscaster, currently employed, seeks weekend play-by-play assignment. $45 per game plus expenses, within travel distance of New York. Box 146G, BROADCASTING.

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced sports **desires** football and basketball play-by-play. Available at end of August. Has done college basketball and football over regional network in one of country's leading conferences. Air shot available. Highest recommendations. Box 935F, BROADCASTING.

Football play-by-play. Experienced sports-staff work. College graduate. Box 993F, BROADCASTING.

Announcer with engineer's ticket, 3 years experience all phases. Sports, news, sports, d-jaying, all types, interviews and radio dramatics. Current man ABC affiliate presently but prefers production and programming, to engineering. Well schooled programming and continuity. References. Car. Box 19G, BROADCASTING.

FM announcer-writer desires change to AM. Strong news, sports. Experienced commercial man. Veteran. Available two weeks. Disc, photo on request. Box 30G, BROADCASTING.

Experienced news announcer-continuity writer. 5-A draft classification. Presently employed. Will furnish disc, tape, perfect references, picture, samples, etc. Box 32G, BROADCASTING.

Announcer, 3 years experience announcing, program, local news, 4 years, draft exempt. Box 38G, BROADCASTING.

Announcer—Two years experience, ambitious, versatile, desires permanent position in moderate size community. Top references. Box 96G, BROADCASTING.

Staff announcer specialty news 5 years metropolitan experience including TV. Available immediately. Prefer southsouthwest. Married. Box 97G, BROADCASTING.

No jack-of-all-trades. But excel in radio and television announcing and performing, singing, acting and emceeing; backed by four years experience, good education (New England) and excellent appearance. Diligent, dependable, married, veteran, 27. Presently employed but unhappy. Disc, photo and background upon request. Box 99G, BROADCASTING.

Experienced. Presently employed. Seek opportunity in larger market. Strong on news. Experienced and proficient in all phases of AM operation except technical, but prefer announcing. Will consider any combination work that doesn't require first class license. Will send whatever you ask for. $65.00 per week. Box 103G, BROADCASTING.

Draft exempt! Experienced, seek permanent job competent organization. Accounting, announcing. Box 107G, BROADCASTING.

College graduate, English major, three years radio announcing and dramatics. One year announcing for quiz show station WHB. Single, age 27. Veteran. Box 108G, BROADCASTING.

My delivery is the easy going confidential type appealing to both sexes. My morning record shows have attracted many listeners and are easy to sell. I have also had large followings on other type record shows and on TeleTest. Can give sports in a convincing manner, my newscasts are free, flowing and understandable. My seven years experience includes a CBS outlet, MBS outlet and independent stations. Perfect timing on spots. Have disc, photo and more information ready for you who are interested in an experienced, well educated and mature staff announcer. Box 112G, BROADCASTING.

Announcer, veteran, 25, college background, reliable. Wants fulltime job announcing. East or south only. Write Box 113G, BROADCASTING.

Demotion desired! Chief announcer 1 kw indie will accept staff position with progressive station, city of 30,000 or more. Young, married, draft proof. Deep resonant pipes, eye out for night owl stanza. Prefer north central or southwestern location. Tape available, write Box 116G, BROADCASTING.

Announcer, 1st phone. Experienced all phases, including play-by-play. Box 120G, BROADCASTING.

Announcer, one year experience at DJ news, commercials, MC, special events. Good reference, draft exempt. Good voice, not afraid to work. Box 125G, BROADCASTING.

Situations Wanted (Cont'd)

Experienced WOR (Mutual) producer-announcer. Imaginative, friendly disc shows, authoritative newscasts, top flight staff man. Age 30, married, two children. Looking for position with comfortable base salary and opportunity to better myself in ratio to ability to produce for you. College background, music major, speech and dramatics at Columbia University. Excellent references. Available October. Disc on request. Box 122G, BROADCASTING.

Staff announcer, 5 kw experience. College education. 26, single. Consider only well-established station. Disc, photo, details on request. Box 131G, BROADCASTING.

Morning man. Combined services. Commercially minded. Thoroughly experienced farm coverage. A.M. DJ. Tested features, original ideas (humor, poetry, farm-family interviews, guest shots, animal clinic, barter shed etc.) proved session definitely saleable. Write, produce own show. Agricultural, musical background. Family man. Draft free. Permanent. Personal interview. Sample format, photo, brochure. Box 133G, BROADCASTING.

Announcer, one year in eastern thousand watter doing all type programs. DJ, news, remotes. Good straight man. Single. Box 136G, BROADCASTING.

Announcer, continuity writer, veteran, 26, married. Two and one-half years experience, DJ, news, general staff, console operation. Extremely interested in production. Desire change to progressive station. Absolutely not a floater. Disc and photo available. Box 137G, BROADCASTING.

Air salesman, proven results, mature, versatile voice. Experienced, write, create own shows, news, public events, 31 married, college. Presently employed 5kW Mutual affiliate, desire more metropolitan area. $75 minimum. Box 139G, BROADCASTING.

Morning man. Top Hooperating, major market. Must move southwest. Might sell own time with right proposition. Box 141G, BROADCASTING.

Three years commercial experience with nets and independents. College graduate. AM presently employed, but desire work with more progressive outfit. Do all type programs including sports color. Can build audiences. Personal interview 200 miles Newark. Will prove I will be an asset to your organization. Box 143G, BROADCASTING.

Sportscaster-announcer, college grad, single, draft deferred, strong all sports. Box 150G, BROADCASTING.

Announcer-writer, news editor, three years experience top mail pull, west or midwest. Box 153G, BROADCASTING.

Announcer, steady, reliable. Good voice, some experience. Strong commercial sell, good news, relaxed DJ. Available two weeks. Disc, photo on request. Box 156G, BROADCASTING.

Experienced sports announcer. Football, major and minor football. All-round staff man. Disc jockey. High school, college. Anywhere. Best references, disc available. Box 157G, BROADCASTING.

Draft exempt announcer, some experience. Jim Baker, 1708 Prospect, Kansas City, Missouri.

Announcer — Experienced all phases radio. 1st class ticket. Versatile, dependable, conscientious. Available September 1st. Will forward photo, disc and letter on request. Bill Carr, 63-10 108th St., Forest Hills, N. Y.

Sports announcer — Several years experience — play-by-play major sports, writer, sports commentator, authority as official and competitor. Press service correspondent-magazine writer. References major advertising agencies-bank-sports authorities. Also special events-news. Successful early morning show and DJ. Veteran World War II—over draft age. Lee George, 2706 Renick, St. Joseph, Missouri.

Experienced announcer desires position in California station. R. L. Hutchinson, 2305 W. 6th Street, Los Angeles, California.

Experienced announcer, 31, versatile, ambitious, available immediately for permanent position. Larry Pribyl, 212 E. Beloit, Salina, Kansas.

Plenty of radio school training, news, announcing, writing, acting. Excellent voice and diction. Steady, reliable family man, 30. Disc, picture available. Will travel. Ralston Smith, 6502 S. W. Vermont St., Portland 19, Oregon.

Combination work or straight engineering. Supply disc, good voice. First class license. Radio school graduate. Age 19. Inexperienced, aggressive. Willing to learn. References. Write Joseph Stavas, Columbus, Nebraska.

Situations Wanted (Cont'd)

Technical

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, 2½ years, transmitter, remotes, taperecorders, 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Chief engineer, 15 years intensive experience all phases AM and FM engineering includes setting up 6 element directionals. Ready for TV. Management minded with excellent personnel relations. References include top broadcast consultants and executives. Box 983F, BROADCASTING.

Engineer, tech graduate, vet., 6 months experience AM, FM, and associated equipment. Desire permanent position southeastern U. S. Box 36G, BROADCASTING.

Engineer, three years experience, active ham 20 years, car, married. Prefer transmitter job. Available immediately. Box 114G, BROADCASTING.

Engineer, sober, young, hardworking, veteran now employed as chief engineer wishes to change to more progressive station as staff or chief engineer. Prefer south. Box 135G, BROADCASTING.

Engineer, 1st class telephone, seeking engineer or combination position, inexperienced. Box 145G, BROADCASTING.

First phone, married, desires to break in on up-and-coming organization. Box 147G, BROADCASTING.

Engineer, first phone, broadcast transmitter experience, single, car, will travel. Box 148G, BROADCASTING.

Experienced engineer in AM & FM transmitter and console operation. Young, single, do not smoke or drink. Have car. Eugene Brown, Alden, Iowa.

Experienced, 250 w to 50 kw, first phone. Operation and maintenance transmitters, studio, remotes, taperecorders. Car, 23, single, sober, never fired, will travel. Presently employed. Available after 8th September. Earl Ladendorf, Route 1, Box 39, Des Plaines, Illinois. Phone VA 4-5292.

Have 1st class license, seeking engineering or combination position. No experience, but willing. Age 19, single, disc on request. Kenneth E. Larson, Hudson, S. Dak.

Would like engineering job. First phone. Graduate ERTI, 915 Douglas St., Omaha, Nebraska. If interested write Douglas Ryan, Eckert, Colorado.

First phone license, experienced transmitter operator. James Turner, 6609 Avenue T, Brooklyn, N. Y.

1st phone (1950)—No broadcast experience. 18 years Coast Guard radio. Draft exempt. Good voice for combo. W. E. Waddell, Box 232, Jacksonville Beach, Florida.

Production-Programming, others

Newscaster. A reporter, not an announcer. Gather, write, deliver. Newspaper background. Prefer newspaper-affiliated station. Box 894F, BROADCASTING.

Program director, six years experience programming, production, announcing, sales, and copy. Married, dependable, excellent references, disc and additional information on request. Box 35G, BROADCASTING.

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcing-production large city. Box 89G, BROADCASTING.

Newsman—25, married, BA, employed, also some experience newspaper, public relations, radio continuity. Seeks position eastern station. Asks only living wage, job with future. Box 105G, BROADCASTING.

Capable male copywriter, 20; console; traffic; 4 months experience. Box 106G, BROADCASTING.

Sports director, experienced play-by-play, staff. Top promotional record, college grad, will travel. Let disc, background tell story. Box 119G, BROADCASTING.

Situations Wanted (Cont'd)

Have three loves: wife, radio, money, not necessarily in that order. Offer 2 years experience all phases radio, 14 months as PD, hard work, stability and sincerity for position with future in pleasant surroundings. Will go as PD-announcer or newsman. Box 123G, BROADCASTING.

News editor-program director, 7 years experience. Available for personal interview. Box 126G, BROADCASTING.

Livewire young personable college graduate, executive secretary, radio background seeks position production, continuity, radio, TV. Available September. Write Box 128G, BROADCASTING.

Woman continuity writer, now employed, 22, AB, English major, 16 months well-rounded experience at 250 w, including air work. Desire position, progressive station, any power. Box 130G, BROADCASTING.

Program - production, manager - writer with showmanship, AM or AM-TV setup with future, 12 years same station. Best references. Draft exempt. Write result - getting commercials. Scripts sold to nets. Successful director Little Theaters 4 years. Know staging, camera angles, lighting, direction. Available September. Details, personal interview arranged. Box 142G, BROADCASTING.

News editor. NARND member, family man, age 29, seven years of radio news. Presently employed, seeking permanency. Bob Edell, 1311 4th Ave., Sterling, Illinois.

Situation wanted — Young woman desires position in program and traffic in northeastern state. Trained in continuity writing, typing and production of women's and children's programs. Miss Dorothy Guyle, 15 Spencer Street, Lyons, New York.

Television

Salesmen

Experienced salesman can double on production crew. Three years radio and TV sales. Director, cameraman, boomman. Can do any station production job. References. Car. Box 138G, BROADCASTING ● *TELECASTING.*

Technical

Engineer, first phone, graduate SRT-TV, single, car, available immediately. Box 149G, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Profitable south Atlantic network affiliate—For sale at $145,000.00 which is value of physical assets and real estate. Box 101G, BROADCASTING.

For Sale (Cont'd)

Radio station, only one in thriving Alabama town. 1000 watts. Offers fine opportunity for highly satisfactory earnings. Very moderately priced, a true bargain. Address all inquiries to P. O. Box 1643, Birmingham, Alabama.

Equipment, etc.

Presto recording console complete with two 75A recording turntables including recording heads and playback arms. And, one 87-C amplifier. Original cost $1050 in 1945. Has been used very little and has many recording hours left in it. Also RCA limiting amplifier type 86. Will sell for best cash offer. WCHV, Box 631, Charlottesville, Virginia.

One W. E. model 110A, $75. One Brush BK403 tape recorder recently factory overhauled, new motors. $100. Station KSEK, Pittsburg, Kansas.

Raytheon RA-250 transmitter, 250 watt with two crystals for 1580, two sets tubes. Two years old, excellent condition. Going one kw. KWED, Seguin, Texas.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Want AM station in medium or smaller non-television market. Advise price, terms, earnings-price ratio. Box 98G, BROADCASTING.

Experienced manager will buy all or part of station now losing money. Write Box 111G, BROADCASTING.

Experienced broadcasters interested in purchasing all or part of coastal or mountain station and actively managing. Box 118G, BROADCASTING.

Equipment, etc.

250 or 1000 FM transmitter with monitors, coax. Cash if cheap. Particulars. Box 40G, BROADCASTING.

Wanted: Good used 1 kw AM transmitter, frequency, modulation monitors, limiting amplifier, audio, other necessary components for new installation. Give complete details, condition, price in first letter. Box 55G, BROADCASTING.

(Continued on next page)

FOR SALE!

RCA 1A 1000 WATT

BROADCAST TRANSMITTER

AS IS

COMPLETE — EXCELLENT CONDITION

FIRST $1,000 CHECK RECEIVED GETS IT!

WIRE, WRITE

***MANAGER,* WKY**

OKLAHOMA CITY, OKLAHOMA

Miscellaneous

Investment. I have a successful recording business and radio school, have finest equipment and studios ready for broadcasting, have excellent frequency and attorney and engineer assurance of no contest for station, need twenty thousand dollars from one or more experienced radio people who will assume active part in station. One thousand watts daytime and one million people in broadcast area. Box 25G, BROADCASTING.

Edward Fridgen, contact John, KWJJ, Portland. Good news.

Help Wanted

Salesman

$10,000 JOB OPEN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to

BOX 10G,
BROADCASTING

Situations Wanted

Managerial

AVAILABLE

Prominent broadcaster-agency executive. Twenty-five years experience all phases of radio management-sales-programming-production.

Recently disposed of own agency and station interests.

Leader in community life serving as City Councilman in one of America's leading cities. Headed department with five hundred employees and a yearly budget of 1.5 million dollars.

Recently defeated for Governor of home state.

Special events for one of the major networks.

Veteran Army Air Force-Public Relations officer and Military Intelligence.

Aggressive, personable, forty two, married. Permanent.

Personal interview arranged.

BOX 154G, BROADCASTING

Situations Wanted (Cont'd)

Announcers

Attention midwest stations. Necessary locate in permanent position in midwest area immediately. 8 years experience; 2½ in Washington, D. C. market. Network delivery, strong on news, production, programming. $85 minimum weekly base. Experienced all phases of radio. Transcription upon request. Box 104G, BROADCASTING.

For Sale

Equipment, etc.

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has seen only two years service except for the 250 watt exciter which has been in service three years. Excellent condition. This equipment priced to sell.

BOX 933F,
BROADCASTING

COMPLETE NEW RECORDING EQUIPMENT AT BIG DISCOUNT

Magnecorder, Rek-O-Kut Challenger, 44-BX mike with new-type airbrake boom stand. Auxiliary items. Plans for use miscarried. For complete details write or call B. K. Davidson, Brookhaven, Miss.

WFLA MOVED
New Studios Opened

WFLA-AM-FM Tampa, Fla., began broadcasting Aug. 9 from new studios in The Tribune Bldg. Owned and operated by *The Tampa Tribune*, the outlets previously were in the Seminole Bldg.

Installation includes three new studios, newsroom, record library and music room. Charles G. Baskerville, general manager, pointed out that television studios also will be built when and if the FCC lifts its freeze on new TV construction.

KPFA (FM) CLOSES
Caused by Operating Deficits

KPFA (FM) Berkeley, Calif., an experiment in non-commercial radio and one of the few "listener-sponsored" stations in the nation, went off the air last week after a 15-month struggle against operating deficits.

But the listener sponsors, who supported the station with $10 yearly subscriptions and other donations, were still holding meetings last week in efforts to raise funds to meet the deficits and get the station back in operation.

KPFA, operaing under the corporate name of Pacifica Foundation, had been declared a non-profit educational corporation by the Federal Government, thus making the listener contributions tax exempt. It had gathered an imposing list of prominent Northern Californians as sponsors.

The station, which operated on 100.1 mc, Channel 261, with 1 kw, was headed by Lewis Hill, general manager, with Eleanor Moore as program director. Many of the staff members worked for nominal salaries.

NBC-N.U. AWARDS
Link 'Most Outstanding'

JACK LINK, program director of KCID Caldwell, Idaho, has received $100 cash as the most outstanding student attending the NBC-Northwestern U. annual summer radio institute. He was presented the money, and two of 12 special awards for outstanding work in institute courses, at a banquet a fortnight ago closing the six-week session of professional radio and TV training in Chicago.

Other award winners, with their classifications:

Announcing, Donald Parcher, WBBW Youngstown, Ohio; Continuity, James Doyle, South Bend, Ind.; Directing, Herbert True, Carter Advertising Agency, St. Louis; Music, Kenneth Richards, production manager, Michigan State College station, WKAR East Lansing, Mich.; News, Carrol D. Houser, news editor, WLBK DeKalb, Ill.; Production, Harry J. Rennk, assistant program director, N. U. station, WNUR Evanston, Ill.; Publicity, Mary Katherine Martin, news writer and editor, WTMA Charleston, S. C.; Promotion, Mary Nan Doney, assistant program director, KPRC Houston; Public Service, Francis Wescoat Hunt, announcer and assistant producer, KSLH (FM) St. Louis; Station Management, Richard D. Johnson, Atlanta.

WKRC Sends Newsman

WKRC Cincinnati, in cooperation with its newspaper affiliate, *The Cincinnati Times-Star*, has sent Newsman Nixon Denton to interview Cincinnati area servicemen in the Korean war, according to Hulbert Taft Jr., executive vice president, Radio Cincinnati Inc. Wire and tape recorded interviews by the correspondent will be aired twice weekly.

KIEV Glendale, Calif., reports July was biggest income month in station's 17 year history. Previous high was reached in July 1947.

WNJR Vs. Malik

PROPAGANDA speeches before the United Nations by Russia's Jacob Malik are being countered by WNJR Newark, N. J. Using station breaks, WNJR stresses the difference between life in America and the rest of the world. A typical announcement: "This is WNJR, reminding you that you are an American and that under any other form of government, you would not be permitted to hear this program."

NARND AWARDS
Committee of Five Named

A COMMITTEE of five has been named to judge the annual radio-television news awards of the National Assn. of Radio News Directors, according to Ted Koop, director of CBS news and public affairs in Washington, chairman of the awards committee.

Committee is comprised of Robert K. Richards, NAB director of public affairs; Erwin D. Canham, editor of the *Christian Science Monitor*; Sol Taishoff, editor and publisher BROADCASTING - TELECASTING; Arthur Stringer, former NAB staff director and recipient of the 1949 NARND award for individual contribution to the progress of radio news; and Arthur M. Barnes, editor of the NARND *News Bulletin*.

WDSM Boosts Coverage

INCREASE in listening audience is claimed by WDSM Superior, Wis., following a boost in power from 250 w to 5 kw fulltime and a change in dial position from 1230 to 710 kc. Also announced by Carl Bloomquist, general manager, is the appointment of a fulltime promotion manager, Gordy Robinson, "in keeping with the improved facilities and expanded program." WDSM, maintaining studios in Duluth, Mich., as well as Superior, subscribes to AP news, has an RCA transmitter and is represented nationally by Free & Peters. It is affiliated with the *Duluth Herald & News-Tribune*.

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator. Includes announcing, writing, selling, drama, news editing, production programming, disc jockey

100% placement of Combination men
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Write for free catalogue

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RADIO STATION AND NEWSPAPER BROKERS

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Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

Docket Actions . . .

INITIAL DECISION

Pioneer FM Co., Madison, Ind.—Announced initial decision by Examiner Leo Resnick to grant Pioneer FM Co., new Class A FM station, Chan. 252 (98.3 mc) ERP 320 w. Initial decision Aug. 11.

OPINIONS AND ORDERS

KUNO Corpus Christi, Tex.—By order dismissed application of KUNO for SSA on 1400 kc, 200 w fulltime for period of 47 days. Order Aug. 17.

WKVM Arecibo, P. R.; WABA Aguadilla, P. R.—By order denied joint petition requesting WKVM be granted temporary authority to operate on 1070 kc, 1 kw or other relief and denied request for SSA on 1070 kc 1 kw. Order Aug. 17.

WRIO Rio Piedras, P. R.—Issued opinion and order denying petition of WRIO for reconsideration and grant without hearing of application for CP to change from 1140 kc, 1 kw day, 500 w night to 1320 kc 1 kw fulltime. Order Aug. 17.

WFRC and Reidsville Bcstg. Co. Inc., Reidsville, N. C.—By memorandum opinion and order denied petion of WFRC requesting application of Reidsville Bcstg. Co. be designated for hearing; granted application of Reidsville Bcstg. Co. Inc. for new station on 1220 kc, 250 w day. Applicant is permittee of WREV FM outlet in Reidsville. Estimated construction cost $4,925. Order Aug. 17

Non-Docket Actions . . .

AM GRANTS

Libby, Mont.—Lincoln County Bcstrs. Inc., granted new AM station 1230 kc, 250 w fulltime. Estimated construction cost $5,475. Principals include: Oliver G. Coburn, ex-chief engineer KBYR Anchorage, Alaska and co-owner Coburn Electronics, 199 sh.; Mary Elizabeth Coburn, co-owner Coburn Electronics, 601 sh.; Rogan Jones, president and general manager KVOS Bellingham and president KPQ Wenatchee, Wash., 1 sh.; James W. Wallace, vice president and general manager KPQ, 1 sh. Radio KVOS Inc., 398 sh. Granted Aug. 17.

KNAL Victoria, Tex.—Granted switch in facilities from 1410 kc 500 w day to 500 w fulltime, directional night. Granted Aug. 17.

WIBR Baton Rouge, La.—Granted switch in facilities from 1220 kc 250 w day to 1300 kc, 1 kw unlimited, directional.

FCC Actions

(Continued from page 89)

Applications Cont.:

Aug. 15 CP AM station to change from 1580 kc 250 w unl. to 970 kc 1 kw D.

August 16 Decisions . . .

BY COMMISSION EN BANC

Request Denied

Sarkes Tarzian, Bloomington, Ind.—Denied request for temp. authority to operate equipment previously licensed as developmental station KS2XAP for purpose of making recordings during thunderstorms.

August 17 Decisions . . .

BY COMMISSION EN BANC

SSA Granted

WNYC New York—Granted extension of SSA for a period of 6 mos. from Sept. 2, or until such time as final determination has been made in Clear Channel hearing to operate station WNYC additional hours.

Granted Mod. License

KPOF Denver, Col.—Granted mod. license to operate during specified hours.

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Box Score

SUMMARY TO AUGUST 17

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,169	2,142	175		275	261
FM stations	686	501	220	1*	21	13
TV stations	106	51	58		355	182

*One on the air.

* * *

NEW CALL ASSIGNMENTS: KBIS Bakersfield, Calif. (Marmat Radio Co., 970 kc, 1 kw unlimited, directional); KBMX Coalinga, Calif. (Pleasant Valley Radio Co., 1470 kc, 500 w day); KSEY Seymour, Tex. (William C. Moss, 1230 kc, 100 w unlimited); KTYL-FM Mesa, Ariz. (Sun Valley Bcstg. Co. Inc., (104.7 mc) Chan. 284); WBND Belleville, Ill. (Belleville News-Democrat, 1260 kc, 1 kw unlimited); WCSI Columbus, Ind. (Syndicate Theatres Inc., 1010 kc, 250 w day); WCSI-FM Columbus, Ind. changed from WCSI (Syndicate Theatres Inc.); WGNR New Rochelle, N. Y. (New Rochelle Bcstg. Service Inc., 1460 kc, 500 w day); WGNR-FM New Rochelle, N. Y. changed from WGNR (New Rochelle Bcstg. Service Inc.); WLCK Campbellsville, Ky. (Taylor County Bcstg. Co. Inc., 1450 kc, 250 w unlimited); WNCC Barnesboro, Pa. (North Cambria Bcstrs. Inc., 950 kc, 500 w day); WTOP-TV Washington, D. C. changed from WOIC (TV) (WTOP Inc.); WORL Boston, Mass. (Pilgrim Bcstg. Co., 950 kc, 5 kw day); WPIN Clearwater, Fla., changed from WCLE (Florida West Coast Bcstrs. Inc.).

* * *

OPERATIONS SUSPENDED

WILA Woodstock, Ill.—Granted extension to Sept. 5 to remain silent pending reorganization. Action Aug. 16.

WIZZ Wilkes-Barre, Pa.—Granted authority to remain silent for 90 days to correct antenna system and effect financial reorganization. Action Aug. 16.

WMFM North Adams, Mass.—Granted further extension to remain silent to Oct. 1. Action Aug. 16.

KPHC Walsenburg, Col.—Granted request to remain silent for additional 60 days from July 28. Action Aug. 17.

KCHE El Reno, Okla.—Granted authority to remain silent for 60 days pending financial reorganization and procurement of new studio space. Action Aug. 17.

TRANSFER GRANTS

KWBB Wichita, Kan.—Granted assignment of CP from Louis Levand, Max Levand and John Levand d/b as Wichita Beacon Bcstg. Co. to new corporation Wichita Beacon Bcstg. Co. Inc., composed of same partners with same relative interests as held in partnership. No monetary consideration. KWBB is assigned 1 kw day on 1410 kc. Granted Aug. 14.

WTBC Tuscaloosa, Ala.—Granted assignment of license from Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co., licensee, to same partners, with exception of Mr. Todd, who retires and sells his 25% interest to remaining partners for $25,000. WTBC is assigned 1230 kc, 250 w fulltime. Granted Aug. 14.

WNOW-AM-FM York, Pa.—Granted assignment of licenses from H. J. Williams, M. E. Cousler, Lowell W. Williams and Edward C. Hale d/b as Helm Coal Co., licensee, to same partners with exception of Mr. Hale, who sells his interest for $18,000 to remaining partners. WNOW is assigned 1 kw day on 1250 kc. Granted Aug. 16.

KXOC Chico, Calif.—Granted assignment of license from Sacramento Bcstrs. Inc., licensee, to KXOC Inc., in which Lincoln Dellar is still 100% stockholder as he is in transferor. KXOC is assigned 5 kw fulltime, directional on 1150 kc. Granted Aug. 14.

WHBO Sulphur Springs, Fla.—Granted assignment of license from Harold A. Dunlap and Harry J. Dunlap, partnership d/b as Sulphur Springs Bcstrs. to Harold A. Dunlap. Harry Dunlap is returning to his home in Ohio and sells his 50% interest for $25,000. WHBO is assigned 1050 kc, 250 w day. Granted Aug. 16.

WBUZ (FM) Bradbury Heights, Md.—Granted transfer of control in Chesapeake Bcstg. Co. Inc., licensee, from A. C. Connelly to Leslie L. Altman. Mr. Altman, president and general manager WBUZ buys 22.24% for a consideration of $1,300. WBUZ operates on Chan. 244 (96.7 mc). Granted Aug. 14.

KMMO Marshall, Mo.—Granted assignment of license from Harold T. Fisher and Carl T. Fisher d/b as Missouri Valley Bcstg. Co., licensee, to William Courtney Evans. Consideration $42,500. Mr. Evans was formerly owner WDOV Dover, Del. KMMO is assigned 1300 kc, 500 w day. Granted Aug. 16.

WHIZ Zanesville, Ohio — Granted transfer of stock in Southeastern Ohio Bcstg. System Inc., licensee, to Zanesville Pub. Co. Clay, Orville B. and Arthur S. Littick own 100% of stock in Southeastern Ohio Bcstg., and each owns 1/3 interest in Zanesville Pub. Co., and they desire to consolidate interests. Consideration is $69,000. WHIZ is assigned 250 w fulltime on 1240 kc. Granted Aug. 14.

WTSA Brattleboro, Va.—Granted Assignment of license from Granite State Bcstg. Co. Inc. to Granite State Bcstg. Corp. The former is a New Hampshire corporation. For accounting and tax purposes it is desired to operate as a Vermont corporation with two Vermont directors each holding one sh. of stock, elected to conform with Vermont statutory requirements. WTSA is assigned 250 w fulltime on 1450 kc. Granted Aug. 14.

Deletions . . .

Two FM authorizations reported deleted last week by FCC. Total to date since Jan. 1: AM 30; FM 87; TV 3.

WNLC-FM New London, Conn.—Thames Bcstg. Corp. CP Aug. 8. World conditions and lack of interest in FM.

WBMY (FM) Worcester, Mass.—Worcester Bcstg. Co. CG Aug. 8. One of partners now in Europe.

TRANSFER REQUESTS

KPAN Hereford, Tex.; KSNY Snyder, Tex.—Assignment of license from Marshall Formby and John Blake d/b as Hereford Bcstg. Co., (KPAN) licensee, to Marshall Formby and assignment of license from John Blake and Marshall Formby d/b as Blake-Formby Bcstg. Co., (KSNY) licensee, to John Blake. Mr. Formby and Mr. Blake each own 50% KPAN and Mr. Blake owns 75% and Mr. Formby 25% KSNY. Transfer is requested so that each may completely own and control one station and abolish partnership reports to tax organizations and to better facilitate operations. Mr. Formby sells his 25% interest in KSNY plus $9,750 to Mr. Blake for his 50% interest in KPAN. KSNY is assigned 1280 kc, 500 w day; KPAN is assigned 860 kc, 250 w day. Filed Aug. 16.

KCMO-AM-FM Kansas City, Mo.—Transfer of control in KCMO Bcstg. Co., licensee, to Lester E. Cox and Tom L. Evans by purchase of 200 sh. stock from C. C. Payne for $200,000. There are presently 600 sh. of stock issued and outstanding and Mr. Payne's 200 sh. will be retired, reducing issued stock from 600 to 400 sh. KCMO is assigned 50 kw day, 10 kw night, directional, on 810 kc. Filed Aug. 15.

KSIL Silver City, N. M.—Assignment of CP from Dorrance D. Roderick, permittee, to A. Carl Dunbar for consideration of $90,000. Mr. Dunbar is general manager of KSIL. Mr. Roderick wishes to withdraw because of the distance from El Paso to Silver City where his other business interests are located. KSIL is assigned 250 w fulltime on 1340 kc. Filed Aug. 14.

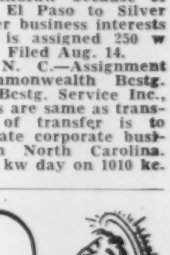
WELS Kinston, N. C.—Assignment of CP from Commonwealth Bcstg. Corp., to Farmers Bcstg. Service Inc., in which transferees are same as transferors. Purpose of transfer is to simplify and facilitate corporate business transacted in North Carolina. WELS is assigned 1 kw day on 1010 kc. Filed Aug. 9.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN



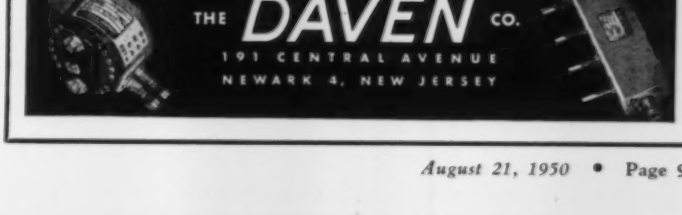
It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND. For further information write to Dept. BD-3



Los Angeles

(Continued from page 26)

taken on long-term contract, also is attractive at this time.

But regardless of the dips, curves and uncertainties that prevail, radio business on the western slope has been sound. From reports gleaned along the way by BROADCASTING, spot business and regional networks held their own during the past season and for the next six months at least will provide a bright spot in the sales picture.

Although TV cut into nighttime radio in San Diego, Los Angeles, San Francisco and their adjacent areas, there wasn't the anticipated bogging down of radio business this summer.

Some brief unseasonal slumps were noted in late June and July, ascribed to scare buying by consumers. Majority of independents in the Los Angeles area maintained their high level of income through "lead deal" and "per inquiry" business.

KFAC Peak

Highest sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, according to Calvin J. Smith, general manager.

KIEV Glendale, reports billing for the first half-year as 30.1% higher than the same period in 1949, and an all-time high in the station's 17-year history. Cal Cannon, general manager, stated July was the biggest income month in the station's history, thus contradicting traditional belief that summer is a time of sales slump in radio.

Billings for first half of 1950 are reported 15% above the same period in 1940 and higher than any six-months period in its 24-year history by KXO El Centro. Usual summer drop in business in all desert areas is absent this year in his market, said Riley Gibson, general manager.

One station outside the Los Angeles TV viewing area said there has been a business increase of 22% this past summer over that of last year, another reported drop in gross receipts but more solid in net.

New advertisers are being signed as fall spot users. Some who were considered strictly local advertisers are now expanding to other markets outside the Los Angeles area. Two food product manufacturers with Southern California distribution are making inquiries into the Texas market. Regional network users are supplementing coverage in secondary markets with newscasts or transcribed programming.

One dominant market fact stands out in the West. Having successfully absorbed its World War II population increase, it is paradoxically both a buyer's market and a seller's market.

Manufacturers and distributors of toiletries continue to recognize the importance of the Far West. Supplementing national advertising regionally are pharmaceutical and drug accounts. Although petroleum companies are including TV in their advertising and promotion campaigns, they continue to be consistent users of West Coast local and regional radio network time, with no decrease in appropriations.

Stimulated markets exist for soap products, detergents and cleaners as well as distributors of other grocery store items. Many budgets also call for television.

Beer, a heavy user of local West Coast radio, has added consistent TV schedules which are expected to continue through the next several months.

Reflecting the regional sales picture enthusiasm are observations by West Coast network executives.

Giving the viewpoint of Columbia Pacific Network and KNX, Wayne R. Steffner, sales manager, said:

"Summer sales activity, which has been our best barometer of fall and winter business prospects, has been higher this summer than ever. On this basis, the fall and winter picture on Columbia Pacific Network will at least hold to its high 1949 level. Interest in daytime radio has increased.

Speaking for Don Lee Broadcasting System, Ward Ingrim, vice president in charge of sales declared: "We anticipate an exceptionally good fall. Business prospects not only auger well, they are here, already on the record. A good summer brought us such substantial accounts as Colgate-Palmolive-Peet Co., Studebaker Corp. and Libby, McNeil & Libby. These accounts, new to Don Lee Network, will continue through fall.

"In addition, we have definite orders and starting dates for Murine Co., Grove Labs and Wildroot Co. The foregoing are, of course, in addition to repeat renewals from such regulars as Langendorf United Bakeries Inc., J. A. Folger Co. (coffee) and Los Angeles Soap Co. (White King)."

NBC Sold Out

NBC is virtually sold out in regional periods. Having no owned Los Angeles outlet in the AM field, NBC has no local sales problems except in relation to KNBH (TV), its Hollywood television station.

Business at the network's Western Division headquarters continues to be normal, according to Sidney N. Strotz, administrative vice president.

"Although there are many intangibles, most of them point to better business for radio in the 1950-51 season," he said.

Robert Laws, ABC western division sales manager, reports that business prospects for fall are "better than they have been at any time in the history of the company."

KGO San Francisco and KECA Los Angeles, both owned and operated by ABC, are considerably ahead of 1949 and 1948 in both local and national spot billing, Mr. Laws reported. From business signed and inquiries received, he believes that increased activity in local radio will continue in both markets.

New Pacific Regional Network, consisting of California independent stations, is contacting advertisers and agencies for business. Cliff Gill, general manager, reported prospects "terrific." He said several accounts, including food and hard goods, are signed for September and other advertisers have indicated interest.

Because of week to week situations, some agency executives are reluctant to discuss client plans. All radio clients of Raymond R. Morgan Co. are holding to budgets, according to Robert C. Temple, executive vice president, who anticipates increases rather than cuts.

Having found TV productive some clients will increase their video budgets. New agency business also calls for use of radio as well as television.

Spot radio and television activity will be substantially increased this fall by clients of Foote, Cone & Belding's Los Angeles office, according to Eugene Duckwall, business manager.

Clients who have not used these media heretofore are also expressing interest. "Some of these accounts will doubtless include limited use of radio and television in their fall and winter advertising program," he said.

The trend is upward in TV and daytime radio for all clients of Mogge-Privett Inc., according to Norton W. Mogge, agency president. He said the agency has 17 advertisers who are radio and TV users. Besides local and regional, some are national accounts. Additionally, he said, five or six other major clients are considering radio and television in fall and spring advertising campaigns that will carry them into new markets.

Although he could not divulge client plans at this time, Don Breyer, vice president and general manager of Brisacher, Wheeler & Staff, Los Angeles office, said agency business for the next six months looks "wonderful."

"Billing in radio and TV this fall will exceed any previous fall, with accounts from this office increasing approximately 15%," he said.

Where last year Scholts Adv. Service clients supplemented radio budgets with additional money for TV, it is a different story now, according to Tom Scholts, radio-television director.

Predicts Radio Cuts

"Television can now deliver audience and as a result there will be cuts in radio appropriations up to 30% depending upon conditions," he said. "Cuts will be in nighttime radio. More money will be spent for video time in Los Angeles and San Diego."

Emphasis is on TV with accounts of The Mayers Co., said Forrest Dolan, vice president. Some clients will be directing their radio advertising dollars to video, by-passing former media. A couple of radio-using clients are increasing advertising appropriations but diverting that money to spot television.

Frank Bull, president of Smith & Bull Adv., declares it difficult to anticipate at the moment what effect unsettled world affairs will have on advertising but feels that in most instances budgets will be increased in lines where supply is not curtailed tremendously.

"Appliances, automobiles and clothing will suffer if there are shortages, but with increased taxes many corporations will, as they did in World War II spend tax money to keep their trade name before the

Joseph Hershey McGillvra INC.

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public. I view the future with optimism," he said.

With an annual billing of approximately $1½ million, some 50% of the agency clients' money is spent on radio and television.

Erwin Wasey & Co.'s Los Angeles office is watching television and doing experimental work in that medium. "We still regard radio as the most economical and effective way to reach the mass market," said Whitney Hartshorne, general media director. "In the near future, with impending possibilities of lowering of various controls, we believe radio may be an even more attractive buy than at this moment."

Charles Coleman, vice president of Buchanan & Co., doesn't expect any increase in clients' radio advertising budgets for this year. He anticipates no cutbacks. Radio will be used at the same level in 1951 as during this year, with "perhaps a slight increase," he stated. More television will be used as the audience develops, and thus more money will be spent in that medium.

Expects 'Seller's Market'

Walter McCreery, president of Walter McCreery Inc., believes that unsettled conditions will result in shortages of some kind with a resultant "seller's market."

"As was the case during World War II, this will lead to a greater use of radio as an advertising medium," he said. "Even prior to the action taken by North Korea, indications pointed to a very prosperous fall and winter for radio in Southern California."

"Now that the public is beginning to see the futility of so-called stock-pile buying, we believe that advertisers in general will accelerate budgets to provide additional normal buying," said W. F. Gardner, president of Allied Advertising Agencies Inc., primarily a local agency. "This is already evident in fall budgets now being prepared. Many manufacturers who felt that due to scarcities and government controls it would be necessary to withdraw cooperative advertising, are now reversing their decisions. Some are even increasing budgets to insure a steady market rather than spasmodic and panic purchasing.

"We have found," Mr. Gardner continued, "no great decrease in AM sales in favor of TV. Rather, the success of television advertising has come as a bonus to accounts that were limited to AM advertising. We feel that this is a definite trend and will continue for some time to come."

Healthy increase in radio billing is reported by Hilly Sanders, vice president in charge of radio and television for Dan B. Miner Co., who said current schedules with possible additions will continue through 1950 and into early summer of next year depending upon wartime restrictions.

"We have always carried a healthy radio schedule for our valued clients," she said. "Increased billing is mostly due to new clients rather than increased budgets of old ones.

"Almost without exception client budgets have been increased to add television and no radio appropriation has been cut to add video."

Radio's dollar volume will be up a healthy percentagee over last year with some accounts in the western area increasing by one-third, depending upon government restrictions and control of essential materials, some agency men predict.

Spot radio is due to reflect a considerable gain this year as partial result of a drop in network budgets, they declare. Although many of those advertisers announced that money is going for video, the astute ones will earmark a good portion for the highly competive West, they reason.

Spot Advantage

One agency executive noted that radio programs on a spot basis would allow the advertiser to cover essential markets in campaigns designed to protect these markets during product shortages which are certain to come with government control.

Hard hit will be used car dealers, who are in the process of readjusting advertising budgets. With radio the less expensive media, it is expected that cuts will come first in video appropriations.

ROGERS & SMITH

Promote Coy and Boris

Mr. Boris

Mr. Coy

JAMES W. COY, account executive and vice president in charge of the Kansas City office of Rogers & Smith, advertising agency, has been elected to its board of directors, and Edward Boris has been named a vice president. Promotions were announced by Walter E. Smith, agency president, in Chicago.

Mr. Coy, who has a wide advertising background, has served with KMBC and KCMO Kansas City, and with WNEW and NBC New York. He also was associated with Merritt Owens Agency, Kansas City, and was named vice president of Rogers & Smith in 1947. Mr. Boris was with advertising agencies in New York and Philadelphia for many years and two years ago left New York to become art director of Rogers & Smith, which operates offices in Dallas, Chicago and Kansas City, the latter where Messrs. Coy and Boris will remain.

'ONE NATION'

CBS Show Views War Role

THE VIEWS of prominent Americans on America's role in the Korean war and its aftermath are the subject of *One Nation Indivisible*, new CBS Sunday night program, 10:30-11 p.m., EDT, which started yesterday (Aug. 20).

Invitations have been extended by CBS President Frank Stanton to 17 prominent persons:

Dean Acheson, Secretary of State; Bernard M. Baruch; Omar N. Bradley, Chairman of the Joint Chiefs of Staff; Charles F. Brannan, Secretary of Agriculture; Dr. Vannevar Bush, president of the Canegie Institute of Washington; Gen. Dwight D. Eisenhower, president of Columbia U.; Herbert Hoover; Maj. Gen. Lewis B. Hershey, U. S. Director of Selective Service; Louis Johnson, Secretary of Defense; Gen. Douglas MacArthur; Gen. George C. Marshall, president of the American National Red Cross; Donald M. Nelson, former War Productions Board Chairman; Mrs. Franklin D. Roosevelt; Charles Sawyer, Secretary of Commerce; John W. Snyder, Secretary of the Treasury; W. Stuart Symington, Chief of the National Security Resources Board; and Maurice Tobin, Secretary of Labor.

In announcing the invitations, Mr. Stanton said: "In these broadcasts we feel it is important to discuss the conditions which the American people must face as our country prepares itself for an indefinite period of partial or total mobilization and the sacrifices that they must make in order to strengthen themselves for this ordeal."

Electronic Needs

(Continued from page 31)

officials that industry will give government orders top priority on present orders involving electronics production, which some authorities have placed between $1 billion and $1.5 billion covering procurement for the next 15 months—or until December 1951. Total orders up to $2.4 billion are expected. This would account for approximately 25% of overall output.

Heavy demand for sets this year and number of tubes contained in receivers rather than military orders are cited as reasons for the scarcity of sets—both radio and TV. Original estimates had placed TV output at about 4½ million sets. The average TV set contains about 20 tubes, it was pointed out.

Open Mike

(Continued from page 20)

great help to both agency and station representative people. I am especially impressed with the combined market analysis and Broadcast Measurement Bureau data. The fact that a lot of needed facts are under one cover will be a tremendous aid.

George Clark
Chicago Manager
John Pearson Co.

* * *

EDITOR, BROADCASTING:

The new figures on metropolitan areas and radio markets provide an excellent tool for advertisers in preparing their fall and winter campaigns.

James Rotto
Sales and Publicity Dir.
The Hecht Co.
Washington

* * *

EDITOR, BROADCASTING:

I just got the MARKETBOOK and haven't had a chance to really scrutinize the material it includes. From what I have read thus far, however, I'm sure the data will be most useful in our office.

Ed Fitzgerald
Timebuyer
J. Walter Thompson Co.
Chicago

* * *

EDITOR, BROADCASTING:

The new market data issue is easily one of the most helpful time-buying compilations this agency has ever seen.

Alvin Q. Ehrlich
V. P. Charge of Radio-TV
Kal, Ehrlich & Merrick
Washington

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Beacon

DADDY'S LITTLE BOY

Recorded by

Dick Todd . . . . . Rainbow 40055

"Picked" by *Billboard* . . . "has everything DADDY'S LITTLE GIRL had, and then some."

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

...at deadline

JUDGES SELECTED FOR 'VOICE' CONTEST

JUDGES announced Friday by chairman of Voice of Democracy Committee, Robert K. Richards, as plans for 1950 high school contest were drafted by NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Contest to reach climax during National Radio & Television Week (Oct. 29-Nov. 4), with four national awards to be presented Feb. 22.

Judges are Erwin D. Canham, *Christian Science Monitor;* Rabbi Norman Gerstenfeld, Washington; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, news analyst; Corma Mowrey, president, National Education Assn.; Frank Pace Jr., Secretary of the Army; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, news analyst.

Manual on contest to be sent Sept. 1 to principals of 28,000 high schools, all stations, Jr. C. of C. chapters and radio dealers. Transcriptions to be sent stations as guides for student entrants. Contest last year drew million entries.

WINCHELL HEADS NIELSEN WEEKLY PROGRAM LIST

WALTER WINCHELL heads evening radio programs in Nielsen ratings for week of July 16-22, followed by *Big Story, Crime Photographer, Break the Bank, Mystery Theatre, Jergens Woodbury Journal, Satan's Waitin', Vaughn Monroe, Mr. District Attorney* and *Mr. Chameleon.* Leading multi-weekly evening programs are *Lone Ranger, One Man's Family* and *News of the World,* in that order.

Top weekday daytime programs are *Arthur Godfrey, Romance of Helen Trent, Ma Perkins, Our Gal Sunday, Arthur Godfrey* (Nabisco), *My True Story, Wendy Warren, Rosemary, Aunt Jenny* and *Big Sister.* Sunday daytime leaders are *True Detective Mysteries, Shadow* and *Martin Kane, Private Eye.* Saturday daytime leaders are *Armstrong Theatre, Grand Central Station* and *Stars Over Hollywood.*

TV programs (% of TV homes reached) rated by Nielsen in this order: *Philco TV Playhouse, Toast of the Town, Ed Wynn Show, Original Amateur Hour, Stop the Music* (Lorillard), *Clock, Godfrey & Friends, Lone Ranger, Kraft TV Theatre* and *Ford Star Revue.*

AEC DISASTER PLANS

PRELIMINARY emergency plans of Atomic Energy Commission at Oak Ridge, Tenn., project include use of WATO Oak Ridge for warnings and other emergency contacts with public. Plans were drawn up by Richard W. Cook, manager of operations for ABC in Oak Ridge area. WATO would have emergency power supply available in case of power shutdown, with signals picked up on auto and battery sets.

COTTINGTON TO NEW YORK

C.H. COTTINGTON, vice president of Erwin, Wasey & Co., Los Angeles, transferred to New York headquarters effective Aug. 21 to head radio and TV department.

FREQUENCY-USE FEES STUDIED BY SENATE GROUPS

LICENSE fees for use of radio and TV frequencies, patterned after Canadian system, under study and may be introduced in next Congress if Commission regards "favorably," Chairman Edwin C. Johnson (D-Col.) of Senate Interstate Commerce Committee has informed FCC Chairman Wayne Coy. He stated there is "considerable merit" in system where service is for benefit of "special interests and not the general public" but stressed importance of assuring procedures are "not unduly burdensome on licensees, particularly smaller operators."

In reply, culminating exchange of letters between Chairman John L. McClellan of Senate Executive Expenditures Committee and Sen. Johnson, Chairman Coy said Commission will "prepare material" for submission to committee but added that FCC reorganization (1) makes "heavy demands" upon staff which would explore fee proposal and (2) would make it "difficult to determine . . . cost of performing numerous services."

Sen. Johnson thought Commission might more easily obtain annual appropriations if it "brought in considerable revenue to the Treasury." He added there is little hope for action this session.

Sen. McClellan said the group was making a general recommendation that "policy-determining" committees of Congress "make further studies." He felt authority for such a fee system may be developed when it is "clearly established" services are for benefit of "special interests."

WASHINGTON TRANSIT OFFERS DEFENSE PLAN

FACILITIES of Washington Transit Radio Inc. offered Friday to newly-created District of Columbia Civilian Defense Committee by Ben Strouse, vice president and general manager, WWDC-FM Washington, transit FM outlet. He pointed out 450 vehicles of Capital Transit System will be radio-equipped by Oct. 1, and that system is "only means of reaching riders . . . during an emergency."

Mr. Strouse added: ". . . In the event special emergency stations are set up . . . it might be possible to include experienced radio engineers from our staff and others to act as standby operators for the disaster stations on the same voluntary basis that air raid wardens and other civilian organizations work."

WPIX APPOINTMENT

L. A. HOLLINGSWORTH named public relations director of WPIX (TV) New York to succeed Frank Young, resigned. Mr. Hollingsworth has been account executive with Allied Public Relations Assoc., New York, and former New York AP and UP staffer.

WOLFE JOINS AGENCY

RALPH L. WOLFE, president Wolfe-Jickling-Conkey, Detroit, to Geyer, Newell & Ganger, Detroit, as account executive on Kelvinator account.

Closed Circuit

(Continued from page 4)

niques, expected to produce within for... rough outline of plan to train 20 million ... sons in first aid and related emergency d...

WORLD Radio Corp. planning network ... commercial-religious stations in Haiti [Bl... CASTING, July 10; CLOSED CIRCUIT, J... has reorganized directorate and ... rently negotiating with *Voice* ... purchase of 50% of its time. ... temporarily, at least, plan ... station, will concentrate on sh... ave (10... and 10 kw) with single 10 kw A.M.

WHILE no more formal word was forthcom... following last week's censorship discussion w... NSRB Director Symington (see page ... there was meeting of minds on one point: Th... civilian censorship director should be ... versed in both newspapers and radio and th... there should be no discrimination as betwe... media. Sept. 1 is talked about as probable ti... for establishment of formalized office.

AMONG top flight industrialists called ... Washington in present emergency for freque... consultation is Brig. Gen. David Sarnoff, RC... chairman. As Signal Corps reserve officer, he ... confers often with Maj. Gen. Spencer B. Aki... on communications planning and developme... Latest visit was last week.

GENERAL MILLS, through Dancer-Fitzgerald-Sample, New York, looking for availabilities for 15-minute strip across board on 4... ABC and Keystone network stations in four southwestern states.

WITH National Radio and Television Week (Oct. 29-Nov. 4) this year falling on 30th birthday of pioneer KDKA, established in Pittsburgh Nov. 2, 1920, Pittsburgh Radio & Television Club planning big things, including Carnegie Museum exhibit of historical radio gear and banquet featuring one of nation's outstanding public figures.

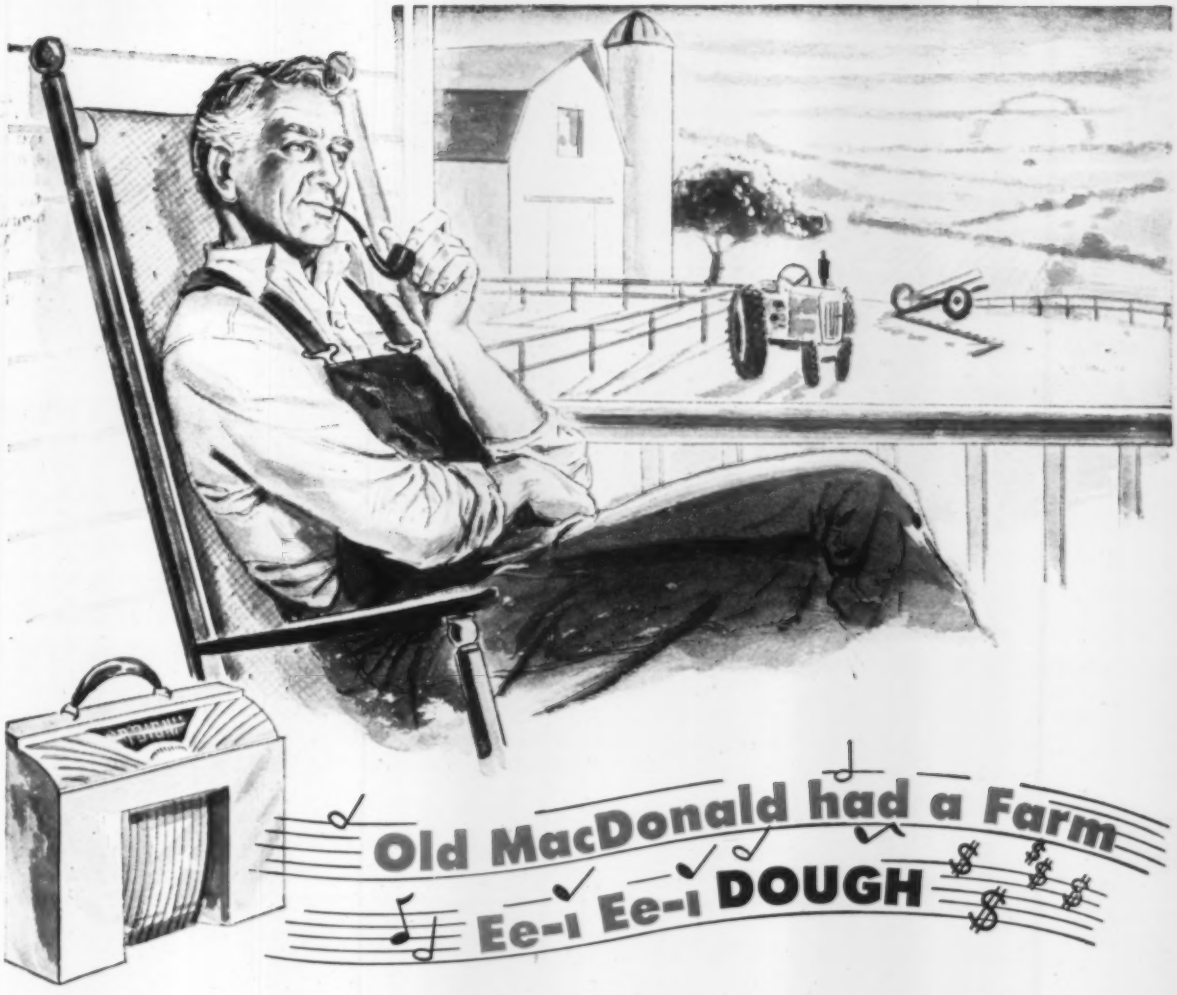
OFFICIAL FILMS Inc., TV syndicate underwritten by Philadelphia's Levy brothers, has just acquired all available episodes of *Our Gang* comedies of two decades back.

P. LORILLARD Co., New York, planning heavy television spot announcement campaign for its Muriel cigars starting Sept. 11 and for Old Gold cigarettes starting Sept. 25.

OWEN LATTIMORE, whom Sen. McCarthy (R-Wis.) tried unsuccessfully to label as Communist, can be counted among ex-stockholders in radio. With 10 shares each, he and wife were among 70-plus stockholders of original WQQW Washington, former "Blue Book" station, before it changed hands and policies.

MAGNAVOX Inc., Fort Wayne, whose television budget had been resigned by Maxon Inc., has notified Kenyon & Eckhardt, New York, it would like K & E to produce its hour-long alternate-week TV show on CBS-TV. Latter agency services another TV manufacturer and is currently trying to get clearance.

CBS President Frank Stanton sounding out government departments for appearances of top officials on new interview-type program studied by network. Series mulled in view of unconfirmed report that ban on government speeches is "off" again. Mr. Stanton, who may make announcement this week, reportedly angling for Defense Secretary Louis Johnson to open series. Secretary has remained mum to radio and press since Korean outbreak, and would be "prize" interviewee commitment, both CBS and Defense Dept. feel.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts *one-sixth*—17.0%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 220 stations competing). WLW reaches . . .

81.7% of all rural radio homes in four weeks
66.5% of all rural radio homes during an average week

And, the average rural home reached listens EIGHT HOURS AND SIXTEEN MINUTES PER WEEK to WLW.

For further information, contact any of the WLW Sales Offices in
Cincinnati,
New York,
Chicago or
Hollywood.

* *Special farm consumer survey—now available*
** *Nielsen Radio Index, Feb.-March, 1950*

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

WLW
the nation's most merchandise-able station

Crosley Broadcasting Corporation